

# 502- PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XLI.

NEW YORK, OCTOBER 1, 1902.

No. 1.

## "THE RECORD" AS A "WANT-AD" RESULT-BRINGER

Following is a reproduction of an unsolicited letter from Oscar Smith & Son, 310 Spruce St., Philadelphia. It explains itself and proves conclusively that advertising in "The Philadelphia Record" brings results.

NEW YORK.  
395 BROADWAY.  
PHONE 2646 FRANKLIN.

OSCAR SMITH & SON

IMPORTERS, EXPORTERS,  
MANUFACTURERS,  
JOBBER.

OSCAR SMITH.  
ALBERT T. SMITH.  
PHONE 24-66 A.

810-20 SPRUCE STREET.

PHILADELPHIA, Sept. 10, 1902.

ALBANY, N. Y..  
44 STATE STREET.  
PHONE 1020 M.

CABLE ADDRESS,  
OSMITHSON."

A. C. ANGLO-AMERICAN, SHEET-PERSON  
1861 AND PRIVATE CODES.

The Philadelphia Record,  
(Advertisement Dept.)  
Phila., Pa.

Gentlemen:

We are pleased to take this opportunity to testify to the efficacy of Record Help Want "Ad."

It was, yesterday, our pleasure to place with your paper an advertisement for Shipping Clerk. It may be of interest to you to know, that over fifty (50) intelligent applicants presented themselves for the position during the day.

We think this fact a fitting tribute to the wide circulation and universal publicity with the reading public of the "Philadelphia Record."

Very truly yours,

Dic. 2202

Oscar Smith & Son.

220

# The Richmond Dispatch

has for fifty years been the Leading  
Daily Morning Paper of Virginia.

# The Richmond News

published under the same management,  
is the bright, progressive, popular after-  
noon daily in its territory.

## Together They Cover the Field Thoroughly.

Richmond is one of the wealthiest  
cities of the South.

There is no better place to advertise,  
and there is no medium so good as

## The Dispatch and News.

Booklet, rates and further information  
on request.

J. E. VAN DOREN SPECIAL AGENCY,

MANAGER FOREIGN ADVERTISING,

1210-1212 BOYCE BUILDING,  
CHICAGO.

407-410 TEMPLE COURT,  
NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XLI.

NEW YORK, OCTOBER 1, 1902.

NO. 1.

## THE PASSING OF THE "EXPERT."

Ten years ago advertising was largely a mystery to the average business man. He had just been taught to regard it seriously, as a queer new force that had brought success to others. He was beginning to look upon it as something that he might eventually utilize in his own business by way of experiment. If he wanted to study advertising for himself, finding out how it worked, there was almost no accessible data at hand. The mass of valuable experience and information that has been published in *PRINTERS' INK* and its babies since 1890 could not be called in requisition for his enlightenment. The one and only source of information—the one that loomed largest, at least—was the gentleman who suddenly appeared in the world of publicity, calling himself by the title of "expert" or "specialist," and preaching the gospel of advertising. He used exceedingly pretty metaphors, and claimed intimate personal knowledge of the new force. How had he gotten this knowledge? Why—er—in mysterious, peculiar ways.

The "expert" was of course a class rather than a specific person. He appeared in considerable numbers, rising as if from the ground. He never told anyone what he actually knew about advertising, but contented himself with stating, merely, that he knew. Usually he was very emphatic and positive upon this point, speaking in the first person. He never told where he had come by his knowledge, nor did he enter deeply into the methods that he followed. If you wanted to advertise, send him the money. That was the prime requisite. Send him a check and he

would do the rest. As for explaining what this important "rest" implied—well, the business man could hardly be interested in that. It was rather out of his trend of thought anyway, don't you know? and would probably muddle him all up if he tried to comprehend it. The "expert" had devoted a lifetime of study to the "rest" feature. Send the money. All would be well. Advertising was "the lifeblood of commerce," the "soft Southern breeze that would waft the good ship 'Business' into the Haven of Prosperity" and many another high-sounding, figurative thing. Send the money for a sample. To-day, after a decade of development in the advertising field, the "expert" is as extinct as the buffalo. While he lasted he was an omnipresent personage, flourishing apace. But advertising has developed so rapidly that he has been extinguished. In his place are the business man who has learned to manage his own publicity and the legitimate agent who has a scientific, definite, open-and-above-board knowledge of advertising. The business man who places his own publicity has learned much in ten years. A vast amount of data has been gathered and put at his disposal. All the mystery of advertising has evaporated, and any person who wants to make an intelligent study of methods, mediums and principles can find ample material, especially in the files of *PRINTERS' INK*. The foremost men in the field of publicity have freely given their experiences and knowledge, and the peculiar "rest" has been explained again and again. Where there was formerly mystery there is now system, and the business man has access to better knowledge than the "expert" ever had.

The legitimate agent, too, has

come to the fore. He was somewhat obscured by the loud "expert" and his capital "I" method of exploiting his ignorance, but he has worked along in his own field, taking his own as it came to him. With the growth in mediums new agents have come into existence, bringing new methods, and the results they have definitely secured have done much to obliterate the "expert." The agent who is intrusted with an advertising appropriation to-day has got to be informed. He must not only have experience, but must be inventive—capable of devising methods for new purposes and showing the advertiser exactly what he proposes to do. The business man has exploded the mysterious "rest," and wants to see the machinery that he is to get for his money. A wise agent is never afraid to use initiative, and may even deceive a customer in order to give him practical mediums when he has set his mind upon impracticable ones, but he can always give logical reasons for his expenditures. One of the younger agencies in New York City, for example, converts new customers by spending a ten dollar bill for them in a miniature trial campaign. Sometimes this money is invested in booklets or literature, and again in classified ads or other mediums. The point is to show the prospective customer that publicity can be made to pay. This agency depends upon these small campaigns for new business. Advertising is becoming wondrous honest. This little story about Lord & Thomas shows the present-day trend, and marks the passing of the "expert" and the agent who has no scruples about spending a customer's appropriation so long as the commission is pocketed. It seems that a man came out of the woods with \$25,000 to spend in advertising a certain commodity that he manufactured. He had come to the conclusion that advertising was the one thing needful to sell this commodity and was willing to hand it over to almost anyone who could do the "rest." The Lord & Thomas young men went into his proposition very carefully, asking leading questions about methods of manufacture and distribu-

tion, demand and other things that were not supposed to have any connection at all with publicity in the palmy days of the "expert." When the truth of the man's business was arrived at it was seen that advertising was about the last thing in the world that he needed. It would help him ultimately, but there were so many other things that he needed first. For one, he had nobody at his factory who understood the manufacture of the commodity. The man himself did not know how it was made, much less how to make it more economically. It was made somehow, and that was the sum of his knowledge in the matter. Nor was there anyone connected with the business who knew how to sell it. The campaign in papers and magazines that he had in mind was simply preposterous in the light of his business. Mr. Lord took him into the private office and explained these things, telling him that he needed practical men to run his business first of all, and that advertising could not help him, until he had them. There are very few persons—perhaps none at all—who think that Daniel M. Lord looks like a fool, while a great many of the opposite faith are of the opinion that he looks as though he knew considerable. To tell this man from the woods that the agency could not take his business was a costly thing—meant \$2,500 in lost commissions at one fell swoop. Yet the man from the woods disregarded all the well-meant advice about tinkering up distribution machinery, putting some of his appropriations into better labels and other details for the improvement of the commodity. He had set his heart upon advertising, and the advice that cost the Lord & Thomas agency \$2,500 meant nothing to him. So he went away to another agency that welcomed him with open arms, told him that he had a great head for advertising and that his plans would need very little alteration, spent his money without hurting his feelings—and spent it so effectually and irrecoverably that the man from the woods went broke and returned whence he had come. There are other similar stories that show an

(Continued on page 6.)

**During the first half of  
September, 1902, as  
compared with the  
same period last year,**

# **SUN**

**advertisers increased  
their space more than  
77,000 lines.**

**Early September is  
dull with some news-  
papers.**

improvement in morals in advertising men, and which point to a time not far off when the methods of the "expert" will be wholly eliminated. The greatest advance in advertising, however, is along the line of accurate knowledge regarding it as a force. Mediums have multiplied and conditions have changed not once or twice, but many times, in the past ten years. The advertising man who began with a fair working knowledge of the field on January first was usually out of touch with the times by Christmas of any of these years unless he studied these changing conditions. The men who have been most successful are those who have advanced with advertising itself—who can give whys and wherefores for their every move in a campaign—who have the philosophy of publicity and its practice in equal degree. The man who has been least successful is the "expert"—the specialist in capital "I's." Always a charlatan, he has met the fate of charlatans. Time was when he blew his horn and was listened to reverently. He was a sort of fortune-teller in the advertising field. But the world has advanced and rolled over him. He was picturesque, but the place that knew him can never know him more.

#### "COLLIER'S" ENTERTAINS.

The fine, new, modern home of *Collier's Weekly* at 416-424 West Thirteenth street was formally opened on Tuesday, September 23, and the event was marked by hospitality thoroughly in keeping with the character and progressiveness of the publication. On Sunday afternoon a "Collier special" consisting of five new Pullmans left Chicago with ninety Western advertising men aboard as guests of P. F. Collier & Son. The party contained advertising men from Chicago, Cincinnati, Detroit, Buffalo and Pittsburgh, and was in charge of Mr. E. C. Patterson, Western advertising manager of the *Weekly*, and his assistant, Mr. A. C. Hammesfahr. The train was fitted with a barber shop, library, ping pong tables and other conveniences, and was one of the finest that ever left Chicago over

the New York Central. Each member of the party had a section to himself. On Monday, at noon, a special car left Boston with fifteen New England agents in charge of Mr. Brockholst Matheson, Eastern advertising manager, and upon the arrival of the two delegations in New York Monday afternoon they were taken to the Waldorf-Astoria, where an entire floor had been reserved for their use. In the evening a dinner was given presided over by Mr. Conde Nast, and the guests met Messrs. P. F. and R. J. Collier. The stage boxes at Weber & Fields' Theater were occupied after dinner, and at ten o'clock Tuesday morning the delegations were driven to the new building, where a photograph was taken. Then the guests, with about one hundred New York and Philadelphia advertising men, were taken through the plant by the Eastern advertising staff. At twelve-thirty Delmonico served a lunch in one of the large offices upstairs. Advertising patronage amounting to \$150,000,000 was represented by the visitors, and the entire expense of their entertainment, more than \$10,000, was borne by P. F. Collier & Son.

The Western party included:

Chas. E. Raymond, D. M. Lord, C. R. Erwin, A. H. Snyder, C. Johnson, John Hundman, Simon Hay, Otto Koch, H. H. Morgan, Robert N. Shaw, L. E. Torrey, M. R. Nyman, H. M. Raymond, C. H. Tobey, A. J. Wilson, W. B. Haines, T. W. LeQuatte, E. Lacy Speer, C. H. Mead, E. S. Lancaster, E. A. Snerry, F. E. Long, E. A. Hebbard, T. W. Ely, Paul E. Faust, E. I. Mitchell, H. H. Mallory, J. A. Young, P. V. Troup, J. W. Ryan, E. E. Bullis, M. V. Kelley, N. E. Lesan, E. R. Blaine, J. E. Thompson, C. H. Brown, J. F. L. Mitchell, C. M. Savage, G. J. Kendall, A. C. Phillips, N. T. Kester, P. F. Kirtland, G. F. Simpson, G. A. Schofield, A. A. Wilson, G. M. Armstrong, J. Wilson, W. S. Sutherland, James Bogle, L. J. Hilly, C. S. Painter, Edward Mead, Allan Collier, J. W. Evans, R. M. Reaume, J. E. Bayliss, C. B. Hull, L. Guenther, O. Guenther and C. H. Touzalin.

The New England delegation consisted of:

P. F. O'Keefe, T. S. Bell, P. Warren, T. D. Flagg, C. A. Chandler, A. H. Wood, J. W. Barber, William Colton, W. B. Curtis, H. W. Bell, W. V. Putnam, C. W. Packard and C. Wayne Whipple.

The new building is three stories high, built of light brick and stone,

(Continued on page 8.)

There are no secret processes in the publication of *The Kansas City Star*. Its five Hoe Quadruple Presses print 110,000 complete newspapers every evening and Sunday morning in full view of the public.

The Star's Morning paper, *The Kansas City Times*, has by far the largest morning circulation IN Kansas City—over 60,000 a day.

*The Weekly Star* goes into over 210,000 farm-houses of the Great West, and every subscriber has paid one year in advance.

and is well-lighted, amazingly clean, fitted with power and lighting plants, individual motors, up-to-date fire appliances and every modern convenience. The upper floor is given over to offices, editorial and art departments, the second contains binderies and composing rooms, the ground floor holds the presses and mailing department, while the basement is used for boilers, dynamos and as a stock room. The press room is divided into three sections, containing web and cylinder presses for book work and the huge perfecting presses that print the *Weekly*. The book presses are capable of turning out 50,000 volumes per day, while the presses that print the *Weekly* are the latest product of the Hoe, Miehle and Hiber companies. The plant contains a number of experimental devices, notably two types of automatic feeders for cylinder presses. These operate by means of pneumatic fingers. The largest sheet heretofore printed was 40x63, but the Miehle machines lately installed print a sheet 46x66. Ten more presses of this type have been ordered. The largest press in the plant is a Hoe stop-cylinder, which is used for the *Weekly* and for fine cut work. It prints both sides of the paper at once, and has a new device by which a roll of print paper called the "offset roll" is run between the printed webs to prevent smutting on heavy cut work. This "offset roll" can be used about three times, and is re-rolled in a way that causes the impression to strike upon a different part of the paper each time it is used. This press is driven by a portable motor which can be attached to any machine in the building. It prints twelve pages in black and color, has a capacity of 7,000 twenty-four page papers per hour, requires nine attendants and oilers, and is fitted with folders of a wholly new type, whereby the damp paper is touched by no flat surfaces, each contact part being fitted with fine ribs. A hydraulic baling machine presses all waste paper into neat bales, and two men are kept busy in the press rooms collecting waste.

The composing room is equipped

with Empire typesetting machines for fine book work and linotypes that set 12-point. The largest letter set heretofore was 10-point, and these machines are the first of their kind. They have proven very successful. The electrotype foundry is equipped in duplicate throughout, and turns out an average of 500,000 square inches monthly. The bindery contains a machine which makes 12,000 book covers per day. Power and heat are all generated by electricity, and it is not necessary to use a match in any part of the building. Even the glue pots are heated by electricity. The bindery has a capacity of 40,000 volumes per day, against Harper and Brothers' output of 6,000, and is one of the largest in the United States. Twenty gilders are kept busy, and \$22,400 is spent annually for gold leaf. Shipping and mailing rooms are equipped with overhead lifting trolleys and automatic conveyers for loading boxes and mail bags onto trucks, and the building contains no shafting save in one or two places where motors are grouped for running small bindery machinery. The plant is conceded to be the best-equipped in the United States, and second in size only to that of the Government Printing Office at Washington.



BOLD FACED ANTIQUE TYPE.



The Great Iron Industries  
The Great Manufacturing Enterprises  
The Great Railroad and River Facilities

MAKE

PITTSBURG THE BEEHIVE OF THE WORLD

---

# The Pittsburgh Press

with a Daily Net Circulation of over

## 75,000

will thoroughly reach an industrial population of  
nearly two million people within  
a radius of 50 miles.

---

### THE PITTSBURG PRESS

(DAILY AND SUNDAY)

CARRIES

The Largest Number of Classified Advertisements  
The Largest Number of Advertisers  
The Largest Amount of Advertising

AND HAS

### THE LARGEST CIRCULATION

of Any Newspaper in Western Pennsylvania.

---

**C. J. BILLSON, Manager Foreign Advertising.**

86-87-88 Tribune Building,  
NEW YORK.

530 Tribune Building,  
CHICAGO.

### THE READING NOTICE.

"Advertising journals seem to think that commercial advertisers ought to have as many free reading notices about their business as theatrical companies," said the city editor of a New York daily recently. "I have never known any of them to give advertisers advice upon the preparation of reading notices, however, and I am of the opinion that if the publisher were to give a clothier, furniture dealer or breakfast food manager a column of free space they would not know how to fill it with humanly interesting matter. The average advertiser seems to think that theatrical managers and press agents get reading notices because they have a 'pull' with editors or publishers, and deplore the fact that they have no influence. They never realize that theatrical men get reading notices because they know how to fill the space with entertaining stuff. Editors print theatrical stories because they cannot ignore them, and the theatrical press agent draws a salary for preparing matter that editors cannot afford to ignore. Of course, they don't always succeed. For one three-stick story printed a dozen are 'turned down,' but the odd one is printed simply because the editor dare not leave it out of his paper. It is either live news, or is so humanly interesting that he is delighted to get it. The uninteresting press agent cuts no figure at all, nor does the interesting one when he brings in mediocre stuff. It's the matter that counts.

"The merchant who buys ten, twenty or fifty times as much space as the local theater or traveling companies seldom gets anything in the local papers except his display ad, however. If there is a reading notice of any kind it is usually something that the editors or reporters have written without his help or knowledge. The merchant takes a great deal of satisfaction in thinking that he is discriminated against in this respect, and whenever the advertising journals tell him that he ought to have reading notices free he agrees with them emphatically.

And they are right. He ought to have a column of free reading matter every day. But he should have only as much space as he can fill with interesting matter. The stuff that he would print in a column of space would run to eulogy of his business or himself, usually, and would be of so heavy a nature that hardly anyone would read it. Editors know this, and they also know that every column of a paper's reading matter ought to be readable. The merchant must do as the editors do in preparing reading matter—keep his eyes open for news. He must watch current events, and when he has anything to say that will throw light upon a political question, a news happening or a development in crops, business or foreign affairs he should put it into words and send it in, or give it to a reporter. The breakfast food man ought to keep track of the wheat or oat crop, for one thing. When there is a failure or a phenomenal crop in any section of the country he ought to have expert knowledge enough to comment upon it in a way that will make news. The furniture man can get down some of the old books on furniture and tell where these heavy oak tables and chairs originated that are so much in vogue just now. Doubtless any old book on furniture contains anecdotes that will lighten the Sunday supplement, and it is a very simple matter for him to tell them in the first person. The drawback is that every merchant wants a reading notice to be pure advertising. He is not willing to tell an interesting fact about the moon or the South Sea Islands and let his name advertise him. If he has a fire in the store he thinks that the news account ought to be a fire sale ad. Reading notices for commercial advertisers are capable of great development. The time will come, undoubtedly, when special writers will take this branch of advertising in hand and supply merchants with matter that editors will gladly print. When such a service is started commercial advertisers will get what they believe is their due in the way of free notices."

A SLOW ad won't make fast sales.

# ADVERTISING IN MILWAUKEE PAPERS

AUGUST, 26 DAYS, 1902

| August |    | Wisconsin. | Sentinel. | Journal. |
|--------|----|------------|-----------|----------|
|        |    | Columns.   | Columns.  | Columns. |
|        | 1  | 36         | 25        | 18       |
| "      | 2  | 30         | 19        | 28       |
| "      | 3  | Sunday     |           |          |
| "      | 4  | 28         | 18        | 21       |
| "      | 5  | 26         | 20        | 16       |
| "      | 6  | 26         | 20        | 16       |
| "      | 7  | 29         | 18        | 24       |
| "      | 8  | 38         | 27        | 26       |
| "      | 9  | 28         | 20        | 24       |
| "      | 10 | Sunday     |           |          |
| "      | 11 | 28         | 18        | 16       |
| "      | 12 | 24         | 21        | 23       |
| "      | 13 | 31         | 31        | 14       |
| "      | 14 | 28         | 21        | 28       |
| "      | 15 | 46         | 24        | 25       |
| "      | 16 | 32         | 22        | 27       |
| "      | 17 | Sunday     |           |          |
| "      | 18 | 35         | 17        | 16       |
| "      | 19 | 27         | 25        | 21       |
| "      | 20 | 32         | 26        | 14       |
| "      | 21 | 31         | 18        | 29       |
| "      | 22 | 39         | 24        | 26       |
| "      | 23 | 32         | 24        | 29       |
| "      | 24 | Sunday     |           |          |
| "      | 25 | 35         | 22        | 19       |
| "      | 26 | 27         | 24        | 18       |
| "      | 27 | 30         | 23        | 19       |
| "      | 28 | 28         | 18        | 27       |
| "      | 29 | 39         | 29        | 21       |
| "      | 30 | 36         | 20        | 35       |
| "      | 31 | Sunday     |           |          |
|        |    | 821        | 574       | 580      |

For the First Eight Months of 1902:

|                        |       |
|------------------------|-------|
| EVENING WISCONSIN..... | 7,525 |
| SENTINEL.....          | 5,072 |
| JOURNAL.....           | 5,945 |

It will be observed that the

**EVENING WISCONSIN**  
LEADS.

## QUAKER CITY POINTERS.

By John H. Sinberg.

An advertiser who is attracting attention—and customers, too—in Philadelphia at the present time is Mr. S. Baldwin, No. 3855 Lancaster avenue, who makes a specialty of Baldwin's Folding Couch Beds. He calls himself "Shakespeare Baldwin" by reason of four lines of jingles with which he usually prefaces his advertisements. Note the extraordinary head lines and the rhythmic swing in the following few samples clipped from one of the morning papers:

## HORRIBLE SUICIDE OF A YOUNG LADY.

Miss Bed Bug to her mother said  
"I wish that Baldwin man was dead.  
In his couch beds made of steel  
We cannot hope to get a meal.  
I am discouraged though I've tried,  
There's nothing left but suicide."

—Shakespeare Baldwin.

The bed bug was right. Bugs cannot live in Baldwin's all steel, gold finish folding couch beds.

## \$5,000 REWARD.

Old Noah sat and heard with pain  
Shem, Ham and Japhet say, 'twill rain.  
"Well! I don't care," old Noah said.  
"I sleep on Baldwin's steel couch bed."

—Shakespeare Baldwin.

## ENTIRE FAMILY MURDERED.

Dead is the boss of bed bug town,  
A biter and fighter of great renown;  
We weep because he is now dead—  
He could not live in a Baldwin bed.

—Shakespeare Baldwin.

Then follows an interesting description and clear illustration of the couch bed as a bed and as a couch, as well as a brief but thoroughly convincing argument of the fact that bed bugs or roaches cannot live in his make of couch bed. Mr. Baldwin is the only furniture advertiser in Philadelphia who makes use of jingles, but he says that this mode of advertising pays him well, and points with pride to the large number of trucks full of furniture—that is beds—which leave his establishment daily, as proof of his statement. He is increasing his advertising gradually, at the present time running cards that average about one hundred lines single in most of the Philadelphia dailies. He has had advertisements much larger in size, but they are rare.

\* \* \*

Sylvan Dalsimer & Sons, the well known Market street shoe merchants, whose finely illustrated and

artistically displayed advertisements of "La France," "DeLyte" "Walk-Over" and other makes of footwear have been attracting widespread attention in Philadelphia for years, have added a clothing department to their already large establishment. Formerly one floor was sufficient to accommodate this firm's retail shoe business, the balance of the building being given over to manufacturing, while now four floors are needed. The first expansion was the opening of the second floor. Then an exclusive shoe department for children was opened in the basement of 1204 Market st. This was quickly followed by devoting the basement of 1206 Market street to shoes for boys and youths. Shortly afterward it was found that the continued growth of the shoe business and the addition of the men's clothing department necessitated a still further enlargement, and the third floor was taken as a shoe salesroom. The Dalsimers are confirmed believers in and liberal users of printers' ink, using the Philadelphia newspapers all the year round.

\* \* \*

A pleasing entertainment was given to the women who attended the fall opening of Lit Brothers' department store last week. A stage furnished as an elegant saloon was occupied by a number of very beautiful women, who appeared dressed in the magnificence of gowns imported by Lit Brothers from Paris. The women were professional cloak models from New York, and they enacted the scenes of afternoon teas and evening receptions in proper costume, showing the correct way of wearing the new gowns. The exhibition was in progress all day and thousands of women occupied chairs provided for them. In their advertisements of that day, Lit Brothers had a cut occupying nearly a half page, depicting an evening reception and showing the beautiful gowns worn by the models. The rest of the page was devoted to a minute description of the latest "creations" imported from France, and made one of the best advertisements published in Philadelphia for some time.

**CAREFUL  
COMPARATIVE  
CANVASS**

—OF—

**MINNEAPOLIS**

SHOWED IN

**819 Residences**

**742**

**Journals,**

**169**

**Eve. Tribunes.**

**M  
I  
N  
N  
E  
A**

**SWORN  
AVERAGE  
DAILY  
CIRCULATION**

FOR

**Months of  
July and August**

**55,498**

**JOURNAL**

**COLUMNS  
OF  
ADVERTISING  
FOR  
AUGUST:**

**JOURNAL  
1094**

**Eve's Tribune  
657**

**Pioneer Press  
(Daily and Sunday)  
686**

**O  
L  
I  
S**

**SALES ON  
Two Suburban  
Lake Trains:  
M. & St. L. R. R.**

**Journals,  
260  
Tribunes,  
20**

**G. N. R. R.  
Journals,  
253  
Tribunes,  
39**

## THE ADVERTISING WORLD.

How superbly some things are advertised every reader of the modern magazine knows. The Spectator has a cousin, a good and cultured woman, who sends all her magazines to an Old People's Home, somewhere out of the city, after she reads them. But she invariably tears out all the advertising pages before sending them. "They are lighter to hold," she explains, "and it saves unnecessary postage." The Spectator would not like to be one of the defrauded old people who receive those plucked periodicals. He always reads the advertisements first himself, and he knows many others who do the same. Why not? Magazine fiction nowadays is almost invariably pessimistic and problematic. For pure, joyous, breezy optimism see the advertising pages. The only problem every presented in their picturesque and cheery columns is how to get enough money to buy all the things advertised. And even then satiety would be impossible, for there is always a new advertisement coming in, of just the thing one has been waiting for for years. The illustrations, too, are calculated to scatter sunshine into every soul. There never were prettier girls anywhere than eat candy continually on the American advertisement page, or chubbier babies partaking perseveringly of patent foods, or more lifelike animals posing as trade-marks, or happier households than those which gather round a new kind of lamp, or more brilliant parties than assemble here to enjoy the latest sort of musical instrument. The advertising world is a place of honest happiness, of perfection even in trifles, of music and light and sport and new books and absolutely safe investments. To return from its enchanted precincts to the sterner and drearier aspects of real life as represented in the rest of the magazine is to step down with a perceptible shock. One acquaintance of the Spectator can prove this by her "Johnny Book," compiled entirely from advertising columns, and containing the illustrated life of an imaginary individual, "Johnny" by name,

from the cradle to the grave. Johnny is shown as babe, boy and man, with every want and desire filled at every stage of growth by ever new possessions; but Johnny's joyous and abounding existence knows no sorrows, outside, perhaps, of an aching tooth or chin cut in shaving, only to be healed at once by somebody's salve.

\* \* \*

Napoleon said once that "of all figures of rhetoric, the most eloquent is repetition." The wise advertiser knows that well. There are certain facts about certain advertised articles that the Spectator knows, because he can't help himself whether he knows the articles or not. He has seen the phrases so often that they have become as much a part of his mental outfit as his A B C. "It floats," "Absolutely pure," "See that hump!" "A perfect food," are all phrases that by the rigorous laws of association of ideas immediately suggest the various articles with which they are indelibly connected. Repetition is the wisest rhetoric of the advertiser; yet the "Little Schoolmaster" insists that a varied reiteration is the true ideal, and that bare repetition means monotony and loss of attraction. Some clever sets of advertising verses seen daily in city street cars illustrate this; they are bright enough to collect and keep, yet they are noticeably varied in their appeal. There is one verse in the advertising journal aforesaid, too, which advertises advertising itself, and sums up the subject in one pithy stanza:

The man who has a thing to sell,  
And goes and whispers it down a well,  
Is not so likely to collar the dollars  
As he who climbs a tree and hollers!

—a sentiment which agrees with the view of a friend of the Spectator's, who, being something of an advertiser himself, will never buy anything at a store which does not advertise freely. "That merchant," he explains, "who does not know the value of advertising is behind the age in one particular. He is therefore probably behind it in others. I prefer to deal with up-to-date establishments."—*From the Spectator, in the Outlook for September 20th.*

**T**here are  
more

**Cribbines**

sold every day  
within the  
corporate limits  
of the City of  
Minneapolis *&c*  
*than all the other*  
local English  
daily publications  
combined

*See report of the Associa-  
tion of American Advertisers*



### WOULDN'T IT MAKE YOU MAD?

1.—After you had carefully prepared your advertising copy; 2—And had selected the medium you

thought would be the best; 3—And paid a high price for your space; 4—And you happened to find the paper had only one-tenth of the circulation it claimed—Wouldn't it jar you?

#### ADOLPH S. OCHS.

Born in 1857, at the age of twelve young Ochs was a newsboy on the streets of Knoxville, Tenn. Later he removed to the North and became a grocer's cash boy in Providence, R. I. Back South in 1872, we find him a drug clerk in Knoxville. It was in the succeeding year that Mr. Ochs, at the age of seventeen, entered the journalistic world, as a printer's devil, in the office of the Knoxville *Whig and Chronicle*. Step by step he rose to be assistant foreman, advertising and subscription solicitor, for the Knoxville *Dispatch*, manager of its job department and finally, on July 1, 1878, he became owner and publisher of the Chattanooga *Daily Times*, then a paper with a subscription list of but 50 names. From this Mr. Ochs' rise has been sure and steady. It was many years after this that Mr. Ochs, seeking the field of metropolitan journalism, came to New York, and shortly took control of the *Times*, which paper he resuscitated from a condition approaching wreck and brought to its present high position. The purchase of his

Philadelphia ventures was but one step further in Mr. Ochs' successful career, and who can say that these are not but the beginning of an enterprise even more ambitious? For Mr. Ochs, at forty-five, is a young man still.—*Current Literature*.

#### GOOD SCHEME FROM DEAR OL' LUNNON.

One of the popular London hotels has conceived the idea of placing a little library of twenty books in each of its bed rooms. In the interests of the prospective readers and by way of gently advertising its scheme, the hotel management has appealed to some of the prominent critics for lists of suitable books, and discussion rages over the selection.—*New York Sun*.

SOME ads are long on talk but short on facts.

—NEVER try to introduce goods on a large scale without the agency of daily newspapers—they must be used to secure a thorough introduction.—*The Advisor*.



# PRINTERS' INK

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## SPECIAL ISSUE

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*November 12th, 1902*

*Press-Day November 5th, 1902*

To **16,000** banks and bankers in the United States for the purpose to invite them to become subscribers to the

*Little Schoolmaster*  
*in the Art of Advertising*

This issue, added to the regular edition, thus making a grand total of over **33,000** copies, especially recommends itself as an advertising medium to

1. Banks in commercial centers who are desirous to obtain accounts and deposits of smaller country banks.
2. To all manufacturers of labor saving office devices, filing systems, accounting systems, typewriters, comptometers, office furniture, designers, printers, engravers and makers of practical advertising novelties.
3. To expert publicity writers, such as have knowledge and experience in planning and writing bank advertising literature. Bank advertising and "banking by mail" is rapidly coming forward and being developed into a distinct branch of profitable publicity.

For the above stated parties there is no better and no more economical opportunity to reach the right people at the right time than this special issue.

It will embrace all the noteworthy features of bank advertising to date. It is endeavored to make it so interesting and so practical as to compel the close attention of the people to which the issue goes forth.

---

ADVERTISING RATES.—One page, \$100; half page, \$50; quarter page, \$25; smaller spaces, pro rata. Preferred position if granted, 25 per cent extra. Classified columns, 25 cents per line; small display, 50 cents per line. A cash discount of 5 per cent may be deducted if the money is sent with the copy. The latter must be received at this office on or before November 5th, 1902

Address PRINTERS' INK, 10 SPRUCE STREET, NEW YORK.

## ADVERTISING AND GRAMMAR.

Between one's common everyday speech and the rules of grammar it is best to rely upon the former when writing advertising. Let the grammar take care of itself. The English language has rights that every writer is bound to respect assuredly, but too much attention to correctness and form weakens the force of one's expression. Fine grammatical points should be left to the good souls who write to the newspapers when Kipling says that:

"The shouting and the tumult dies."

There never has been any doubt as to the meaning of this sentence from the "Recessional," but the good souls who have the language in keeping, hold that "shouting and tumult" should die. Wherefore they waste their good paper and their worthless time in pointing out the poet's error. In such cases however, they usually learn that Milton, Shakespeare and the translators of King James' Bible used the same form, as well as the split infinitive and other rhetorical bugaboos. In commenting upon this mooted sentence Professor Brander Matthews insists that English grammar has always permitted free use of either the singular or plural in such cases. English is not a dead language. There are no exact formulas for writing it. Most of the exasperating technical terms in the language books are simply exasperating technical terms—only that and nothing more. Rev. Edwin A. Abbott found it necessary to throw away all but ten of them before he could write intelligently upon grammar, and as a consequence his "How to Parse" is the clearest, deepest, humanest little treatise upon language that a student can read. With its companion volume, "How to Write Clearly," he will have a complete library upon the formal rules of grammar. But the forceful writer seldom thinks of rules when writing, and as seldom parses his work when finished. There is an instinct for correct usage that is acquired chiefly by reading good authors. Practiced writers put

their thought upon paper as clearly as possible, and find no more need of grammar rules than the prize fighter has for a knowledge of the Latin names of his muscles. The great desideratum is to have something to say. Advertising, more than any other form of writing, calls for clear, simple, idiomatic, everyday language. If the ad be a bit "slangy" it will probably be better advertising. History is usually written for posterity, whether posterity takes the trouble of reading or not. Slang cannot be used in such writing, for the cant term of the moment may be obsolete in the next generation. But advertising is not written for posterity. It is written to-day, read to-morrow and forgotten next week. Its one purpose is to convey momentary information, and the medium that best accomplishes this purpose is always the right medium. History is written for persons of education, presumably. Advertising is written for the mob, and the mob must comprehend it. It is possible for an adwriter to be clear to the uneducated and still be entirely grammatical. There are plenty of little Anglo-Saxon words that the mob cannot misconstrue. But slang and local allusions give spice to advertising. When they can be used to produce an effect it is always advisable to ignore the grammar. The English language is sturdy, and will not be vitiated. In fact, if a slang word furnishes more forceful expression for an idea than any word or phrase entombed in the dictionary, it is quite likely that that slang word will be part of the language in the next generation.

### IN THE NEAR FUTURE.

He—I think we might find some nice little house in the suburbs that would suit us.

She—Well, I'll go to some of the dry goods stores to-morrow and see what they have.—*Town and Country.*

NEVER forget that advertising is not the whole thing—your copy may be ever so alluring, but it will fail if you do not have the right goods and salespeople behind it.—*The Advisor.*

Most any man who is honest and has even a minimum share of brains can hold business after it is secured for him, that's why there's such an everlasting scramble and oftentimes senseless effort made to get business.—*White's Sayings.*

**You can reach  
more homes for  
less money by  
using the Scripps-  
McRae League of  
Newspapers**

**THE CINCINNATI POST  
THE ST. LOUIS CHRONICLE  
THE CLEVELAND PRESS  
THE COVINGTON (KY.) POST**

**Than is possible to  
reach through  
any similar list  
of papers in the  
United States.**

**Combined circulation  
over 315,000 daily  
for less than a tenth  
of a cent per thousand**

**The Scripps-McRae League**

**Foreign Advertising Department**

**D. J. RANDALL**  
Tribune Building, New York

**I. S. WALLIS**  
Hartford Building, Chicago

## PUBLICITY FOR BARBERS.

Mr. August Kuehner, who is the proprietor of "the only Pittsburgh barber shop run on strictly sanitary principles," sends a small folder advertising his place and takes occasion to suggest that PRINTERS' INK has been somewhat remiss in publishing ideas for advertising a barber-shop. Perhaps it has been neglected because it has received almost nothing in the way of barber-shop advertising this year. Mr. Kuehner is the first of the guild who has sent in a bit of advertising matter in lo! these many days, while in their travels around New York the Little Schoolmaster's bright young men have yet to find a barber shop that has made itself distinct through advertising. The field is not only promising, but it is wholly undeveloped. Recent improvements in modern sterilizing appliances give the best possible opportunities to say something convincing about a shop and its service. Mr. Kuehner's folder takes this sanitary tone. He has adopted the measures recommended by the Pennsylvania State Board of Health and describes his shop as one "run on strictly sanitary principles, where absolute cleanliness is the first consideration—a shop that particular men can safely patronize."

Give some thought to what all this means from a point of comfort and safety. Drop in and see for yourself just what sanitary safeguards are used to make this a pleasant shop to come to. After each shave all razors are immediately sterilized. The same razor is never used twice until so treated. Sponges are given careful attention, being thoroughly washed in a sterilizing solution which prevents any possible chance of infection. All brushes and combs get equal care. A brush once used is never used again until thoroughly cleansed and sterilized. This means not two or three brushes, but dozens of them. The matter of expense was not considered when I started to make this a sanitary shop. Cleanliness is not everything. Good barbers, up-to-date methods, courtesy and promptness must be included. I am particular in seeing that my patrons get all these. I am wide awake to their necessity—always planning to make things better. If you feel that the advanced methods that prevail here can be made factors in your comfort, I would be glad to add you to my rapidly growing list of customers.

This straightforward, sensible reasoning is worthy of better printing than Mr. Kuehner has obtain-

ed. His is evidently a shop situated in the heart of Pittsburgh, depending upon hotels and offices for trade. The class of patrons that he wishes to reach are people of means and intelligence, and it would be wise for him to send out fine printed matter—not costly literature, necessarily, but folders printed upon good paper and set in a single face type. A barber's printed matter ought to be modeled after that sent out by florists, modistes, confectioners and other advertisers who cater to the well-to-do. A large sheet of rough, heavy stock, folded twice, with a brief, dignified talk upon the first page would be thoroughly impressive. Perhaps a touch of color could be worked in by the use of an ornament or initial, but little display should be tolerated. Such announcements should be mailed in sealed envelopes at intervals of not more than two months—every four weeks would be better at the outset. A barber shop does not draw trade from a large district, and it would be advisable to confine the campaign to hotels, office buildings and business men within six blocks. Lists could easily be made from the blue book and city directory, and postage could be saved by having the distribution made thorough in office buildings. Distribution of this kind is always more effective where the envelopes are addressed, for this simple device gives literature a personal tone. In writing such literature it is vitally necessary that dignified language and somewhat conservative statements be the rule. "Comic" papers and editorial paragraphers have taught the public to regard barber shops as more or less vulgar places where one hears nothing but prize-fight discussion and finds nothing to read but the *Police Gazette*. Barber-shop advertising, therefore, ought to be directed toward breaking down this popular illusion, and all literature sent out should impress readers with the fact that it exploits a new and "different" kind of shop.

Hotels are a profitable field to cultivate. Neat cards hung in every room by arrangement with proprietors ought to bring con-

siderable transient trade. Daily papers are not out of the question, either, for it is possible to tell a very convincing story in a single inch of space. Small ads printed twice or thrice a week and varied continually would be certain to give a shop individuality. No better model can be taken than the small ads of the Criterion Hotel now running daily on the first page of the *New York Evening Telegram*, and the barber who wishes to undertake a newspaper campaign will do well to subscribe for that paper for a month and study the Criterion's methods. Barbers seem to be especially susceptible to attacks from programme solicitors, and while this is hardly advertising in the best sense of the word it can be made to contribute to the general effect if well-written ads are printed in place of the customary and wholly useless business card that is now the general rule. But it will be far better for the advertising barber to deny himself the pleasure of paying out good money for such mediums. The amount frittered away in this manner will go far toward paying the expense of a newspaper campaign in the course of a year. Novelties might be used profitably—pocket memorandum books, desk calendars, small celluloid rules and like trinkets. Merely as accessories, however, for they can only add to the effect of newspapers or literature.

Cleanliness, sterilization, prompt service and courtesy should form the main themes. Brief talks upon one of these texts will make either a readable newspaper ad or an interesting folder. Pictures of ster-

ilizing apparatus ought to be effective, with descriptions of its methods of working. Where baths are run in connection with the shop it would be well to treat them separately, describing the hygienic effect of hot, cold and salt baths, and laying stress upon cleanliness. There are certain dull times of day in every barber shop. Folders sent around to the office buildings with a schedule of the hours when the shop is not crowded will relieve the press of customers during the busier periods and keep the shop fairly busy all day. Above all things, give "good goods." Keep printed promises. There are any number of barbers in New York City—and doubtless elsewhere—who have small jars of sterilizing liquid before their mirrors, and cards furnished by manufacturers in the window, and who pretend to sterilize all tools before using. It is the experience of the Little Schoolmaster, however, that most of the workmen are negligent in using these none too effective devices. Nothing can be more injurious to an advertising shop than such neglect. All the advertising space in the world will not counteract the unfavorable impression made upon the patrons who find that the shop's publicity is merely fine talk. Advertising is simply a means of letting the public know that you are ahead of your competitors in point of modern improvements and good service. When printed promises are broken it reacts as a boomerang, and is worse than no publicity at all.

How much and how well you advertise counts.

Home circulation pays advertisers. THE EVENING STAR is the home paper of Washington, being delivered by carriers into over 90 per cent of the occupied houses in its home city. 15,000 of them take no other local newspaper.

|                              |                   |
|------------------------------|-------------------|
| M. LEE STARKE,               |                   |
| Manager General Advertising, | Tribune Building, |
| Tribune Building,            | Tribune Building, |
| NEW YORK.                    | CHICAGO.          |



THE CENSUS OF 1900 SHOWS THAT THE FARMERS OF AMERICA HAVE MORE WEALTH THAN THE STEEL TRUST AND ALL THE RAILROADS IN THE COUNTRY COMBINED. ("GRICULTURAL ADVERTISING" FOR SEPT., 1902.)

#### REMARKS ANENT DIGNITY.

What is dignity? Some people call it conservatism; some people call it "dry rot;" some people call it personality; and the only people that ever worry about it are the fellows who have to carry a load of it around with them. We never heard of a man yet who said he would not trade with a firm because it was not dignified, but we have heard lots of people say they liked to trade with a firm because it got up and hustled.

When your dignity comes to hurt you, when it commences to hold you back, when it commences to lose you

business, when you commence to turn down orders or refuse to take advantage of up-to-date methods "because they are not dignified," it is time for you and dignity to separate, or to get a new kind of dignity. Dignity is a relative term, and most of the people who talk about it cannot define it, but rest assured of one thing, when your dignity sacrifices force, cut out the dignity.—*Progressive Canada.*

SOME advertising men are like sausages—full of good inside, but outwardly unprepossessing.—*White's Sayings.*

THE BEST SCHOOL FOR ADVERTISING.

# PRINTERS' INK

THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING.

## *Clubbing Rates for Autumn of 1902.*

PRINTERS' INK will be sent to any address from now to January 6th, 1904, for Five dollars.

PRINTERS' INK will be sent to any address for five years, from now to January 1st, 1908, for Ten dollars.

Five copies of PRINTERS' INK, ordered by one person, but sent to five different addresses if desired, will be sent from now till January 6th, 1904, for Ten dollars.

Any person securing fifty dollars for subscribers, on the terms specified above, may deduct twenty dollars as an agent's commission and remit thirty dollars in full settlement. By these terms a payment of thirty dollars will secure

*One subscription for PRINTERS' INK for twenty-five years, or*

*Twenty-five subscriptions for PRINTERS' INK for one year.*

These terms hold good until December 31st, 1902, and no longer.

This offer is favorable for advertising schools who wish to present their pupils with a year's subscription to PRINTERS' INK and for newspaper men who wish their local advertisers to read PRINTERS' INK regularly, and thereby become more intelligent and, therefore, more liberal users of advertising space.

Canvassers may have sample copies free on application.

Address all communications to

PRINTERS' INK,  
10 Spruce St., New York.

# Quarter

In PRINTERS' INK for  
be seen a page made  
advertisements and ns  
facing a full page of rea

A contract for such  
will be accepted for  
once a month, or for e  
be preferred, but the p  
accorded to papers of  
consequence, prominn

If interested, address

PRIN



# er Pages

for May 7th, 1902, can  
be made up of quarter-page  
inserted in a position  
of reading matter.

such space and position  
for every other week,  
for every issue as may  
be possible. The position can only be  
of more than usual  
importance and merit.

PRINTERS' INK, New York.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advc. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, OCT. 1, 1902.

## PRINTERS' INK.

(From the Outlook, Sept. 20, 1902.)

There is an advertiser's journal, published weekly in New York, which, though not illustrated, is one of the most readable periodicals in the United States. It has a keen, honest and witty editor, whose ideas are often brilliant and always interesting. His main contention is that the first requisite of good advertising is to be truthful. This is not the idea the public has of the matter, for to discount the flattering tale that the ordinary advertisement tells is the first instinct of the reader. Yet, as the Little Schoolmaster points out, the fortunes are made by the advertisers who come nearest the truth. The ideal advertisement may not tell the whole, cold truth, but what it does set forth must be accurate as far as it goes, or the purchaser, though persuaded to buy once, will not buy again.

Don't expect to reap good business from bad advertising.

JUDICIOUS advertising will start the business ball rolling and keep it rolling.

The right kind of an ad doesn't have to have the position of honor at the top of the column to attract attention. It is like a house set on a hill and cannot be hid.

BANKS and trust companies are doing some excellent advertising in newspapers. The Little Schoolmaster would be pleased to receive some good specimens which may come to the attention of his pupils. Courtesies of this kind are always appreciated by PRINTERS' INK.

THE annual meeting of the Sphinxes, the New York Advertisers' Club, comes off on the 8th of October and the President is so popular, so much beloved by everybody, that no one seems to be willing to consider the name of any other candidate. Mr. George H. Daniels is the man.

ONE may write convincingly without using extravagant adjectives. People nowadays do not expect to get the best of everything at prices lower than the cheapest grades of goods are sold. Extravagant offers in advertisements are regarded by intelligent readers with decided disfavor.

IN the thirty-eighth or last week of the PRINTERS' INK 1902 ad competition, which closed September 24th, seventy-seven competing advertisements were received. The winner of the last week's prize ad will be announced October 8. A grand total of six hundred and seventeen advertisements were received during the thirty-eight weeks over which the contest extended.

I BELIEVE that the advertising business is only in its infancy. The time will come when all of the large metropolitan newspapers will be represented in London, Paris and Berlin. This country is the largest buyer of foreign wares of any country in the world, and the manufacturers of these foreign countries look to the United States for the disposal of their wares, and to accomplish this they must advertise in papers published in these United States.—E. Kaiz.

TRAINS run faster now than they ever did. That is because railroad directors are constantly looking out for improvements. The advertiser who does likewise also "gets there" with greater satisfaction to himself and consternation to competitors.

GARA, MCGINLEY & Co., roofers and roof repairers, send out a packet of neat, convincing mail literature comprising a chemical barometer, a reply postal and a folder in colors. The matter is well calculated to make the recipient think of that out-of-the-way convenience, the roof, if he happens to own the one he lives under.

EAT crow and own up when you are in the wrong—nothing is to be gained by being obstinate.—*The Advisor*.

This is excellent advice. They say a dish of crow isn't bad if properly prepared and delicately served. President Roosevelt and his guide, after a day of fruitless hunting up in Aroostook, ate muskrat a number of years ago. The President still delights in telling how nice it tasted.

NORMAN A. LEES, advertising manager of the Dr. Miles Dispensary at Elkhart, Ind., says that the mail order business in medicines is showing an upward tendency, after a stagnation of some months. Mr. Lees also makes the credible assertion that firms like Montgomery Ward & Co. of Chicago are doing the pioneer work in educating the people to the belief that mail order advertisers are honest. Every other line of mail order trade gets the benefit of such a belief.

WHEN the Philadelphia Times was first merged in the Ledger the head-lines read, boldly: *The Public Ledger and the Philadelphia Times*. Since that time the type used in the latter portion of the heading has been decreased in size from day to day, until just now it is only printed in sixteen point Bradford caps under the old and familiar heading of the *Ledger*. Like the tail of the tadpole, it is growing less and less, and those in position to know say that it will soon be dropped entirely.—*Fame*.

NEW YORK retailers seem to be using considerable quantities of clothes brushes bearing an ad embossed upon their backs. In some stores these are given free with all purchases amounting to a dollar, while in lines where purchases are necessarily small, such as drug stores, the brushes are sold at a nominal price. Bendiner & Schlesinger, Third avenue and Tenth street, have a window full which they sell at nine cents each "for advertising purposes." These novelties would seem to be excellent ads, for they will be preserved in all cases.

THE sixteen-page catalogue of the Rauch Universal Pitching Machine, a device used in breweries for coating barrels and kegs with pitch, is very clear in its description and claims, and more than ordinarily convincing in argument. While written in a somewhat old-fashioned and formal style, it has a ring of real honesty that, combined with dignity, is seldom approached by flippant personalities of the cap "I" sort. The office of this concern is at 47 Center street, New York.

PART of the excellent municipal advertising system maintained by the Detroit Chamber of Commerce and Convention League is the "Detroit Illustrated Guide," an annual handbook of information for visitors and tourists. The issue for 1902 was compiled by Mr. G. Walter Meade, president of the Michigan Newspaper Syndicate, and is a logically arranged pocket volume of 100 pages, containing a historical sketch of the city, a chapter on seeing its points of interest, a list of manufacturers, prominent business houses, churches, public buildings, directions for spending any number of days in river trips, and much other matter. The book has the merit of containing no advertising, only three ads being permitted on the cover pages. This gives it dignity and distinguishes it from the usual "souvenir guide." The Wm. Graham Company did the printing. Mr. Meade acknowledges indebtedness to PRINTERS' INK for helpful suggestions in compiling the book.

"THE Cheltenham Press" is a fine booklet from that institution, compiled from the article in **PRINTERS' INK** of some months ago.

MR. JOHN G. LANG, who was for seven years with Geo. P. Rowell & Co., and more recently with the advertising department of the American Tobacco Co., is now with W. H. H. Hull & Co., Tribune Building, New York.

ISN'T it about time for the clothing advertisers to abandon the beef-eating young man as a supreme type of manly beauty in ready-made clothes? Not all of us are Gibson men, and very few of us want to be, in sooth, for that hulking, unwieldy creature has always had the appearance of lacking brains. Seems as though the tall, lank man, the short, stocky man and the man of great avoirdupois and the indefinite waist line ought to have their day in magazine clothing pictures, and they are respectfully suggested to Mr. Dyer and his imitators.

ONE of the surprises of life for the youth beginning business is to learn that mere virtue isn't a sufficient equipment for success. At home and at school he has been taught practically that if he meant well that was all that was required of him, and that good intentions would cover a multitude of blunders. He comes into an office with an amiable intention to do the right thing there, and it is both touching and amusing to see his bewilderment when his placid, "I couldn't find it, sir," is met with an impatient, "But you must find it! Never come back with that sort of an answer." It opens up a new world to him, a world where achievement is the criterion, responsibility the common lot, and the ability to accomplish something is the test of manhood. If he learns the lesson he will be graduated into the class of master-workmen, for it is the workers, the men who can achieve, that have the mastery of the world. If he doesn't, he will remain to the end of the chapter an amiable nonentity.—*Fame.*

WHEN writing an ad it is well to remember that readers of ads seek information and not entertainment.

FROM the Cawston Ostrich Farm, South Pasadena, Cal., comes an unusually interesting booklet advertising ostrich plumes by mail. The Cawston farm was the first to be established in this country, and the booklet begins with a brief account of the ostrich in its native desert in South Africa, tells how the quality of plumes is improved by proper feeding, describes the method of rearing, plucking, and making up plumes into boas, aigrettes, fans and other articles and gives prices and discounts. Pictures are used liberally, and the latter half of the brochure is a catalogue of the farm's products, seasoned with testimonial letters. It is one of the most convincing pieces of mail order literature that the Little Schoolmaster has seen in several months. The Curtis-Newhall Company, Los Angeles, deserves credit for its compilation.

WE are all very likely in looking over the advertising field, to feel that all of the good claims have been taken up. There has recently been discovered, however, a new field rich in possibilities, and behold, it has been right here among us all the time. The new field we can call Mail Order Banking, and that it is getting results and catching on with the people is evidenced by the fact that the older claim holders are buying new space, and that new prospectors are fast taking up the unclaimed space. The success of the "Banking by Mail" scheme is due, no doubt, to the fact that very few small towns have banks that pay interest on small deposits, but there are other equally good reasons why a good, strong city bank can interest out-of-town depositors. Any man who has ever lived in a small town knows that it is difficult for a citizen to do this banking at home without the knowledge of the size of his pile becoming town property. Many things are working together to make Mail Order Banking successful.—*Agricultural Advertising for Sept., 1902.*

If there is one fallacy floating around in the advertising world to-day that is more popular than any other, it is the notion that an advertisement, in order to have any value, must occupy a special position.

ONE pupil of the Little Schoolmaster says that in his opinion Scott & Bowne's medical ads are the best of the day. Strong and convincing in argument they tell a short story which is quickly absorbed and the very excellence of display lies in their simplicity. The writing of medical ads differs somewhat from the ordinary business ad. A touch of sentiment, a skillful play on human nature enhances their effectiveness. The psychology in advertising has its greatest *raison d'etre* in medical publicity, while one need not much worry about it in mercantile ads. A medical ad campaign should tell a cohesive story although the installments appear in 365 daily chapters of only four inches single column.

SEEMS to be a concerted movement to put down the cigar store Indian. He hasn't committed any particular crime, yet the newspapers are telling him that he must go. Some weeks since the Boston dailies were bawling his disappearance from that city, and now the New Orleans *Times Democrat* raises a lament:

The last cigar store Indian in New Orleans is for sale. There used to be a time when a cigar store without an Indian in the front was like Villikins without his Dinah. But things have changed. A wooden Indian is no longer regarded as the distinctive and the distinguishing mark of a cigar store. Besides, they cost something. They were made to order. The male Indian in the glory of his feathers and his outfit cost anywhere from \$350 to \$500, but the female could be purchased for from \$200 to \$250. As the custom of Indians is, the women occupied a position far inferior to that of the men. The Indians look down upon their womenkind, and the cigar store people looked down on the female Indian. A buck with all his feathers flowing and the fire of battle in his wooden eye was worth in the eyes of the dealer more than \$100 more than the squaw who had the same shape. It takes an expert to tell the difference between a squaw and a buck, even in the natural stage of the animal, but in the wooden representation the sexual contrast was made striking and acute, and all because of the difference in price.

COMMENCING with this issue, PRINTERS' INK will be for sale on all the news-stands of Manhattan Borough. It will be found hereafter in these places bright and early every Wednesday. Some men pay \$10,000 for an expert to manage their advertising. There are others who pay \$5.00 for an annual subscription to PRINTERS' INK and learn what all the advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one. To these latter ones the above arrangement should especially appeal. PRINTERS' INK costs ten cents a copy and every newsdealer will gladly give you one for a dime.

ADVERTISING literature was formerly looked upon as an auxiliary to the campaign. The company that spent \$100,000 in newspaper and magazine space got out \$1,000 worth of booklets upon cheap print paper and sent them out to inquirers. The magazines and dailies were depended upon to tell the story, and the booklet—well, no one knows what the booklet was sent out for, anyway; perhaps because the fool public had kind of gotten into the habit of expecting something of the sort. That was in the good old days when advertising was chiefly done hind side before. There are still plenty of advertisers who have the cart before the horse, but those in the van of publicity now depend chiefly upon literature, using space to let the public know that they have it. Advertising space is the great force that distributes literature, and the advertiser who depends upon space to tell all of his story will play a losing game. The advertiser who skimps on his printing is like the man who pays sixty dollars for a suit of clothes, buys underwear and linen to match and then wears three for a quarter collars. Yet merchants will pay two or three hundred dollars for brass signs and railings, rugs and plate glass fixtures and send out circulars at two dollars per thousand to call attention to them.

A BOOK of sample shades of the paints and stains made by Heath & Milligan, Chicago, is conspicuous for neat arrangement of type and colors, as well as general convenience. The matter is concise and convincing. A commendable feature is a brass chain to hang the book by, something far more substantial than the usual bit of string. A little booklet of advertising cuts furnished local agents is also sent. These are not so commendable, and the Little Schoolmaster advises Heath & Milligan to study modern silhouette advertising pictures—those now being used for H-O, say. Presumably these ads will be printed largely in country weeklies or dailies, and one shudders at contemplating how they will look in the average "boiler plate" newspaper.

WHILE the stocks of our leading express companies are constantly rising, the British Government has made a bargain with one of them under the terms of which a three-pound package mailed anywhere in Great Britain is to be delivered anywhere in the United States for twenty-four cents. An eleven-pound package will in like manner be delivered for seventy-two cents. This is the most striking example we Americans have had of the advantages of a parcels post. Almost any kind of public service is better rendered by private corporations in this country than by the government. The Postoffice is the great exception, and even the Postoffice is overcharged by the railroads, is unfairly used by some manufacturers, and lags sometimes in improvements which a live corporation would hasten to make. But with all its faults we prefer to have the government carry our letters. It is impossible that this extension of the British parcels post into our precincts should not suggest that it would be very advantageous to us to have our Postoffice carry our parcels also. If English mail parcels can go from Edinburgh to San Francisco for twenty-four cents, how long must we pay a dollar to have a like parcel carried from San Francisco to New York?—*Life*, September 18, 1902.

How long, *Life*? Why, the Little Schoolmaster would say until the awakening Briton begins a mail order invasion by means of his eminently clever arrangement with the express companies. When he lays down goods anywhere in the United States at a cost of one-fourth our rates for carriage perhaps we, as a free and enlightened and astute people, will rise up on our hind legs and demand a common necessity that we should have had ten years ago.

PAGE-DAVIS Original School of Advertising has purchased the entire edition, privileges and copyrights of *Fowler's Publicity*. This book is to be given free with a full course of advertisement writing by the Page-Davis Company.—*Fame*.

Students from the rural districts will find *Fowler's Publicity* the nicest book for drying and pressing flowers that ever happened. It is a great thing in itself. It is a greater thing to accomplish a distribution of the edition. No one can say, hereafter, that the advertising schools are not doing some good.

THE place at the head of the Little Schoolmaster's large, growing class of English pupils surely belongs to Catesby & Sons, Tottenham Court Road, London, for this firm sends out by far the most commendable literature that he receives from England. A late packet contains, first, a four-page folder exploiting window blinds, curtains and draperies, and is notable for giving plain directions for measuring windows. This is very trite information, but it is what people need when they are considering window furniture, and hardly any merchant gives it in his literature. Then there is a booklet called "Bedroom Comforts," with a cover in imitation of a white, fleecy blanket and half-tones of winter scenes within to lay emphasis upon the blanket season. The process of making Catesby blankets from Australian, South African and Indian wool is told in detail, and makes interesting reading. Besides these, there is a clever brochure entitled "Character in Clothing" in which the maxim, "Clothes make the man," is illustrated by means of clothing without wearers. A shoe booklet with little pictorial comedy running through its pages and a portfolio of rugs reproduced in colors completes the tale. This matter is all used in the firm's mail order trade. It would be interesting to know how Catesby & Sons compare in methods and magnitude of business with such American firms as Montgomery Ward & Co., of Chicago, as well as what conditions govern the mail order trade in England.

THE Spectator, who delivers a weekly peroration at the end of the *Outlook's* editorial department, takes advertising for his text in the number of September 20. He begins with an anecdote, and like all good anecdotes, one seems to have heard it before, yet could not swear to the fact in a court of law, and finds it withal so pointed an anecdote that he is not sorry to hear it again. It appears that the Spectator knows a young college woman who was showing a substantial gentleman through the campus, or the dormitories, or the alma mater, or whatever they show visitors at young women's colleges. The substantial gentleman's face was strikingly familiar. She had not caught his name. "I think we must have met before," said the Spectator's young college woman, "for your face is perfectly well known to me." "I'm glad it is," replied the substantial gentleman; "it ought to be, for I've spent a hundred and fifty thousand dollars to make it familiar to everybody." Then the young woman recognized him as one whose countenance had greeted her from billboards and magazine pages a thousand times, for he was one of the great advertisers of America. Then, having told his anecdote, the Spectator preaches a broad sermon on publicity, taking the standpoint of the reader of advertising. After reminding his congregation that American advertising has grown to be a great art at which fortunes are made, he passes on to the subject of truthfulness in advertising. Truth and persistence are the secret of advertising, and the only quality that can be added to them is attractiveness. Having laid due stress upon them, the Spectator suddenly remembers that he is of the cloth, and therefore bound to draw a concise moral from his text. So he climbs into the pulpit and delivers a homily upon the ethical uses to which publicity may be put, citing the case of the Parisian physician who, an enemy of alcohol and intemperance, has started out to combat them with billboards, magazines, car cards and sandwich men. By publishing statistics through these mediums he has achieved marked results in

winning wicked Paris over to temperate, cleanly living, and the Spectator thinks this sufficient warrant for lining the railroads between Washington and New York with precept and filling the street cars with moral sentiment. There is no doubt whatever but that such advertising would have wide-reaching influence. But is this suggestion altogether the Spectator's own? Has he taken note of the moral campaign being carried on by Mr. Moses, of Omega Oil Philosophy? The Little Schoolmaster is thoroughly alive to the Spectator's appreciation of himself and of the great modern business force that he has helped to develop. The Little Schoolmaster has never suspected that the Spectator was a pupil of his, but is glad to know that he profits by his teachings, and hopes to hear a good many more of the Spectator's helpful little sermons before advertising is reduced to an exact science.

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QUALITY of an advertisement is of far greater consequence than its quantity.

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THE bank deposits of the people of the United States aggregate eight and a half billion dollars, an average of \$108 per capita. Ten years ago they aggregated \$4,232,000,000, or just half the amount of to-day, and twenty years ago they were \$2,600,000,000, or a little more than one-quarter of those of to-day. These figures are presented in a table just prepared by the Treasury Bureau of Statistics for publication in the forthcoming issue of its Monthly Summary of Commerce and Finance. They are compiled from the reports of the Comptroller of the Currency and include the individual deposits in national banks, saving banks, State banks, loan and trust companies, and private banks, and cover the official figures of the year 1901. The figures for the various classes of banks stand as follows:

| INDIVIDUAL DEPOSITS IN 1901. |               |
|------------------------------|---------------|
| National banks .....         | 2,037,753,213 |
| Savings banks .....          | 2,597,094,580 |
| State banks .....            | 1,610,502,246 |
| Loan and Trust Co.'s ...     | 1,271,081,174 |
| Private banks .....          | 118,621,903   |
| Total .....                  | 8,535,053,136 |



## LEARN TO EARN



**I** AM NOT a "professor" in a "college" of advertising, nor even a teacher in an advertising "school." I am an experienced business man, who has in the past twenty-two years created business amounting to millions of dollars in a variety of great industries. I have done this sometimes by giving my clients good business counsel—sometimes by judicious advertising—more frequently by both.

I am now planning, writing and placing the advertising for, and acting as business counsel to a number of the largest manufacturing and retail concerns, whose total sales annually amount to nearly \$50,000,000.00. I have taught some of the ablest advertising men much of what they know of the art to-day, and have secured many their present positions. The lowest salaried man in the number is with a leading firm in Providence and earns \$3,000 per annum—another earns \$8,000 a year in one of the big department stores in one of the largest Western cities.

I am now teaching a number of men and women my art of advertising and business management. I can add a limited number of students—not many—as every student or client receives my personal attention. I write out every lesson myself, review and correct the work—answer every letter personally—therefore I must limit the number of my student-clients. But, from no other man or "school" or "college" can you get the knowledge that I can impart to you in a comparatively short time.

**My terms are \$50 for a complete course of instruction by mail, at your home, or at my own place; you will learn as quickly and thoroughly either way—I guarantee that.**

It may take you only three months, or a year, before you are a finished scholar—I will continue to teach you as long as you are willing to learn—and, you'll enjoy every minute of it.

Send me \$15 and the names of two parties of whom I can inquire as to your character and reliability, with your application; the balance you pay as follows: \$20 at end of first month; \$20 at end of second month; \$15 at end of third month. I refer by permission to the following well known firms, corporations and individuals:

|  |   |
|--|---|
| Wm. M. Wood, Treas. Am. Woolen Co. Boston, Mass.   | The Fehlbauer-Fishel Co. "ES-ER" Clothing N. Y.         |
| Lit Bros. Dept. Store Philadelphia, Pa.            | Alon. Frank P. Bennett, U. S. Investor, Boston, Mass.   |
| S. Levy & Co., The "Humboldt" Cigars New York      | John Egan-Sindel Co., Mfrs. Boys' Clo. N. Y.            |
| Kohn & Co., Clothing Mfrs. N. Y.                   | John B. Ellison & Sons, Importers N. Y.                 |
| Hutchinson, Pierce & Co., The "Star Shirts," N. Y. | Mabley & Carey Co., Outfitters, Cincinnati, O.          |
| P. A. Conne, Treas. Saks & Co., Outfitters N. Y.   | C. Cohen, Goldsman & Co., Trousers Mfrs. N. Y.          |
| M. Sampter, Sons & Co., Clothing Mfrs. N. Y.       | C. B. Hubbell, Jordan, Marsh & Co., Boston, Mass.       |
| The Palace Clothing Co., Minneapolis & St. Paul    | S. W. Peck & Co., "Sampeck" Boys' Clothing, N. Y.       |
| W. S. Peck & Co., Clothing Mfrs. Syracuse, N. Y.   | Klans, Outfitters Houston, Texas                        |
| B. Priestley & Co., "Cravenettes" N. Y.            | Union Clothing Company Rochester, N. Y.                 |
| V. Henry Rothschild Co., Shirt Mfrs. N. Y.         | H. C. Cohn & Co., Neckwear Mfrs. Rochester, N. Y.       |
| The United Cigar Mfrs., The "General Arthur"       | L. Strauss & Co., Outfitters Indianapolis, Ind.         |
| Cigars, etc. N. Y.                                 | Review of Reviews N. Y.                                 |
| Bell Brothers, Outfitters N. Y.                    | Holzman Bros., Clothing Mfrs. New York City             |
| Greenbaum Bros., "Portian" Waist Phila., Pa.       | Raphael's, Outfitters San Francisco, Cal.               |
| The Stein-Bloch Co., Wholesale Tailors, Rochester  | Garrison, Meyer & Co., Cloth g Mfrs. Rochester, N. Y.   |
| J. L. Hudson Co., Dept. Store Detroit, Mich.       | Steele Bros., Outfitters Albany, N. Y.                  |
| Blumenthal Bros. & Co., Clothing Mfrs. Phila., Pa. | Michaelis, Stern & Co., Clothing Mfrs. Rochester, N. Y. |
| The Thompson Co., Clothiers N. Y.                  | E. Regensberg & Sons, The "American" Cigars N. Y.       |
| The Manhattan Shirt Co. N. Y.                      | J. M. Grady, May Co., Outfitters Denver                 |

I can give you the names of hundreds of others on application.

**NOTE**—Because of the limited number of student-clients I wish to take on, I reserve the right to reject any application.

### SAMUEL KNOPF,

Master of the Art of Advertising  
and Business Management.

Write for booklet D.

61 East Ninth Street, New York.

THIS is not a paid advertisement. It is taken from *Harper's Weekly* and inserted here as a specimen of the interesting announcements put forth nowadays by the modern advertising schools. How well it reads. How interesting it would be to know the names and addresses of those two men who work for \$3,000 and \$8,000 a year respectively and hear them tell

how much Mr. Knopf's teaching had to do with securing for them the places they fill so acceptably. Among those who send the \$15 asked for, how interesting it would be to know how many will follow it with the two \$10 payments and the final \$15, and if any do fail to pursue the course to the end what excuse they give for not persevering to become "a finished scholar."





Fishing is easy—getting the fish is a different affair.

They can be landed if found—provided the proper bait is used.

Mackerel are not caught with flies—nor trout with salt pork. Both are caught, however, by persons who know how.

The country people spend millions of dollars yearly.

Advertisements in daily papers do not attract that money—wrong bait.

The local country weekly opens their purses—right bait.

The country weekly for the country people—now and always.

There are 1,500 of these purse openers upon the Atlantic Coast Lists. They cover the New England, Middle and Southern States. Catalogue for the asking.

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***One Inch — Six Months — \$1,200.***

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**ATLANTIC COAST LISTS**

134 LEONARD STREET, NEW YORK

## ADVERTISING CLASSIFIED ADS.

"Want liners" are highly important in the economy of a daily paper. In fact, they are, in some respects, an index to a daily's standing in its community, for the paper that carries this class of advertising in any city of consequence is usually very close to the people. It need not be the best newspaper, necessarily. If it carries the bulk of classified advertising it will be purchased solely upon that account. Readers get accustomed to making these announcements in its columns, and the custom is a very difficult one to overthrow. The principle is the same as that which causes country folks to post legal and other notices upon the doors of the county courthouse. Consequently, the "want liner" daily in any city is practically unassailable. New Yorkers buy the *Times* for its news, but their classified advertising goes into the *Herald*, and when they seek positions, help or commodities usually advertised through this medium they turn to its pages as a matter of course. The *Journal* has spent

preciable success. That the *Herald* is the only Sunday paper in which it pays to insert classified



advertising has become almost a popular superstition.

Classified advertising furnishes a ready, substantial basis for building circulation, for the daily that secures this business can hold its gains longer than one built up on its news or editorial features. A rival may distance it editorially and obtain a wide circulation simply as a newspaper, but the classified advertising will remain with it many a year if properly fostered. As a matter of logic the *Times* at a penny ought to carry all the classified morning advertising in New York. As a matter of hard fact, however, the business goes to the *Herald*, which sells for three cents. It is difficult to break a tradition. There is usually a sharp distinction between daily and Sunday classified advertising. In Chicago the *News* carries the bulk of the former, but the *Tribune* is the recognized Sunday medium for "want liners," and has been for many years. Both papers owe a large share of their circulation to classified advertising.

During the past few months the *Philadelphia Record* has been making special efforts to increase its classified advertising patronage. The *Inquirer* has long held the balance of this business in the Quaker City, but the *Record* is advertising its service in attractive ways, and in the first two Sundays of September it published nearly eight hundred more small ads than for the two Sundays of 1901. The rate is only a cent per

## Are You a College Man?

And are you seeking a room in which to burn the mid-night oil during the coming winter?

**If So,**

look through "The Philadelphia Record's" "Rooms" classified column. You will perhaps get suited.

Or, why not advertise for a room? The cost is but **One Cent a Word** and you can get a good advertisement in 15 words.

**Try It**

many thousands of good, hard dollars in the effort to draw this patronage to itself, but without ap-

word for almost every classification, daily and Sunday, and the *Record's* amazing circulation in Philadelphia is a strong inducement to people whose advertising appropriation for certain purposes can be reckoned in pennies. The ads reproduced here are specimens taken from the *Record's* pages, and are excellent models of the sort of advertising that brings the best results in a campaign of this description. The policy of advertising special uses for classified ads is far preferable to that of exploiting them generally. The people who use them are not accustomed to advertising, and need help and suggestions in making small wants known through cheap and readily accessible publicity. They lack the power to invent new uses for advertising, and every live circulation manager who makes an effort to build up his classified pages ought to find new, novel uses for "want liners" and explain them in display ads.

Under its new management the *Record* has steadily gained ground both from the editorial and business standpoints. It now claims

than any paper whatsoever, and a greater circulation in Delaware and Southern New Jersey than any



papers published in those States. This tremendous reach, combined with the bulk of Philadelphia department store advertising, gives the *Record* an excellent basis upon which to build classified publicity, and the vigorous methods lately inaugurated are contributing largely to a healthy, permanent growth.

#### NOTES.

THE cook in Manhattan who killed himself because he weighed 350 pounds ought to have been proud instead of sorry. His weight was the best kind of an advertisement for his cooking.

GEORGE ETHRIDGE COMPANY, a new advertising agency, has offices in the Decker Building, 33 Union Square, New York. The men composing the firm are George Ethridge, Joseph Gray Kitchell and Leroy Fairman.

"PROFITABLE PRINTING" is a booklet containing good printing argument, done upon a somewhat novel decorative scheme and sent out by Hollister Brothers, Chicago. This firm also issues a specimen book of "everyday work" which is sold at five dollars per copy, that amount being deducted from the charge for the first order from any purchaser.

#### CARD.

In answer to numerous inquiries and in anticipation of others I take this convenient method of informing my friends in the trade that on the 30th instant my personal services undertaken seven years ago for Messrs. Hall & Ruckel as their advertising manager will be brought to a close. Inasmuch as a relative of the Messrs. Hall will probably succeed me I am unable to advise any of my friends to seek the position.

I have under consideration several plans for future business and very likely will reach some decision next month. Meanwhile, my address will be

FREDERICK L. PERINE,  
P. O. Box 1748, New York.  
Sept. 24, 1902.

## Apartment Houses

Are growing in great popularity in Philadelphia, and scores of new ones are being erected.

If your Apartment House has any special advantages, why not advertise the fact?

The rate is very low—One Cent a Word, daily or Sunday, and "The Philadelphia Record's" circulation is the largest in Pennsylvania.

a larger circulation in its own city than any Philadelphia daily, a larger circulation in Pennsylvania

## THE OMEGA OIL MAN IS NO GOOSE.

HEMPSTEAD, N. Y., Sept. 18, 1902.

Editor of PRINTERS' INK:

Truly, the words of Bert Moses in your current issue are the shadow of a great rock in the dreary desert of slander and recrimination that have marked the "substitution" controversy, and Mr. Moses may count upon making one druggist his friend thereby and a friend for Omega Oil. "Glory be!" but here's a "proprietor" who can see truth and think straight upon the subject of substitution, instead of going blind "must" at the sight or sound of this word of his own coining.

It was a sorry day for the proprietary medicine trade when a slick advertising agent persuaded a few of the leading manufacturers to put up the wherewithal to start the first "anti-substitution" campaign, for it has cost the whole body of proprietary manufacturers the goodwill of the retail trade. It was the manufacturer who made "substitution." He thought he was making just a little scare-crow, something on the order of "Beware of Imitations," or, "See that the name is blown in the bottle," but on a little larger scale. Now this little scarecrow has grown into a gigantic and horrible Frankenstein that haunts him. At the time of the first anti-substitution campaign, "substitution" did not exist. There were no more fraudulent imitations sold or no greater amount of shady business flim-flam in the retail drug trade than the normal amount such as exists in every line. There are some few rogues among the large body of honest merchants in every trade. The manufacturers' cry of "beware of substitution" planted the seed of "substitution" and the more and louder the cry was reiterated the faster the thing grew. The outraged and insulted druggist said "Right you are, I will sell something else." The "Non-secret" houses saw their opportunity and their travelling salesmen found in newspaper clippings on substitution many potent arguments; "why sell the preparations of those who villify and insult you?"; "you can sell your own and make more money"; "everyone is doing it, see how the patent medicine men are squealing in the newspapers," etc., etc. The consequence was that all over the land the druggist began pushing his own preparations and non-secrets. Thousands of druggists who have not thought of doing so until the cry of "substitution" gave them the idea, began making a line of their own preparations. The writer well remembers the occasion upon which the insulting character of the anti-substitution campaign struck deeply home to him and he has since had not the slightest spark of respect for the New York *Tribune* and a feeling of animosity for those who were responsible for the campaign of villification and slander of the retail drug trade that was launched some twelve or fifteen years ago. Like many others at the time, I did not realize the evil that these manufacturers were bringing upon pharmacy and upon themselves. I had watched the thing in a disinterested way, received copies of a newspaper containing the portrait of the great man, A. Frank Richardson, who was managing the campaign, and occa-

sionally ran across the usual press-agent story in an obscure publication. The controversy did not touch me and I gave it little attention until one morning I opened my *Tribune* and found that it had sold its editorial page to the combine and there appeared quite the dirtiest bit of villification of the druggist that I had yet seen. I stuffed the *Tribune* in the fire and have not looked at a copy of it since. From that time I have been, not a "substitutor," but a "knocker" of patent medicines, especially of those whose makers were responsible for the first attack on the drug trade, and also of those who refuse to co-operate in movements to protect the selling price.

Those responsible for the "anti-substitution" movement seem possessed of the idea, that by advertising they can train the buying public into going into a store, and, without looking to the right or left, demand a certain preparation, make sure that they get the genuine and get out with it, always keeping a sharp lookout that the salesman does not "change the roll" on them. Perhaps it may be possible in time to reach this point in the large cities but it never can be reached in the country. That is the great trouble with advertising men and manufacturers generally, all their arguments are made from a city man's standpoint, and while some of them seem to have a dim idea of conditions in the country most of them are utterly ignorant of them.

In the small towns and villages, where the great bulk of "patents" are sold, your substitution arguments have no weight. You are an unknown individual, remote, indistinct, and, being a patent medicine advertiser, have rather a reputation for Munchausen-like statements.

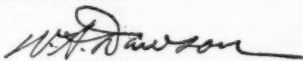
On the other hand, here, the druggist is a man whose life and character are known to the whole community. As a general rule you will find him classed among the "leading citizens," a man of education, probity and character. When dwellers in the small towns are convinced by the symptoms described in a patent medicine ad that they are suffering from a certain disorder they generally ask their druggist's advice before buying. As a rule they have the same confidence in their druggist that they have in their physician. If he can tell them of a remedy that he believes would be better for them, they are glad to know of it. The individual druggist can kill the sale of any certain preparation in his neighborhood. Here is a case in point: a few years ago in a store in which I was employed, we deliberately killed off the sale of Hood's Sarsaparilla because of Hood raising the price from \$8 to \$8.50 per doz. The proprietor, on receipt of Hood's circular giving notification of the raise, issued the order: "Kill Hood's, he's 'on the hog'—sell Avers' or any other until we can get out a preparation of our own."

This store was buying in two gross lots, four to six grosses a season; within three years it was buying Hood's in quarter dozens once in two or three months and making up its own in fifty gallon batches. To the argument that the druggist's own preparation was not as good as Hood's the druggist can

prove to you by any test you can name that it is positively better. This time: worn argument of the manufacturer, the educated pharmacist who knows his business can answer with a smile. Mr. Moses' observation that: "The newspaper editorials that have lately been published upon the evils of substitution have done almost no good" hardly covers the case. They have positively done harm to the manufacturers in making the retailers more determined in killing the sale of certain proprietaries. There is an article in this same issue of *PRINTERS' INK*, page 40, reprinted from the *World*, Cleveland, O. (one cannot but feel sorry for the editor of a paper whose business office compels the publication of such stuff); the article is a fair example of the anti-substitution "editorial" sent to the country press and the man who can see any benefit to the manufacturers by screeds of this kind, must indeed be afflicted with a mental strabismus. Their arguments are so specious, their reasoning so puerile and their language so vulgar that it is a low order of mind indeed that is liable to be influenced thereby; any person of ordinary intelligence readily sees through them and recognizes the animus behind them. The present recrudescence of the anti-substitution campaign is most unfortunate at this particular time when there was promise that through the efforts of the N. A. R. D. the manufacturer and the retailer would "get together" and let bygones be bygones. If the manufacturer really wishes the good-will of the retailer, he must, as a first step, stop calling ordinary business competition "substitution." It is this unfair definition of the word that has caused most of the trouble and all of the bitterness. To raise the cry of "substitution" against the druggist who recommends his own preparation is neither fair nor true. Stick to the true definition of the word and the druggist will help you to wipe out the crime that it stands for. To deny the druggist his right of expressing an opinion of the merits of an article that he sells is preposterous. To say that none other can make a preparation as good or better than yours is ridiculous. Your opinion upon that point would be regarded as worthless in a court of law. As to whether the good-will of the retailer is worth anything to you, you are the judge, you ought to know something about it by this time.

Apropos of this question, there was a big failure in New York a few days ago the cause of which was said to be "the animosity of the retail trade" in that line. The house in question was the oldest and largest in its line, but in an evil hour it was persuaded to open a retail department. This aroused the animosity of the retail trade, the wholesale business fell away in large chunks and instead of the good-will or neutrality of the retailers every retailer in that line became an active enemy of the house. In another instance a large chemical manufacturer in New York established a model pharmacy in connection with their wholesale warehouse. Primarily intended more as a model and show place for the edification of the pharmacists visiting the house, the manager then in charge was found to be directly soliciting the prescription trade

of the physicians of the city and suburbs. The retail druggists of the city raised a storm of disapproval and, finally, laid the matter before the heads of the firm, who, being sensible men, saw the justice of the demands of the retailers and promptly closed up the retail department. A stubborn refusal to do so might have been regarded by some as a very brave refusal to submit to dictation by their customers regarding the business management of the house, but it certainly would have been very poor business policy to so refuse. A good many years ago, when every man greased his hair, a certain foreign made pomatum had an enormous sale in this country; this led to its being counterfeited and so cleverly was the counterfeiting done that many of the leading dealers were innocently loaded up with the bogus stuff. Upon discovering this, the manufacturer was very wroth and vowed that he would teach the trade a lesson that would make them more careful in their buying. Wiser counsel told him to go slow, to give the trade warning before resorting to extreme measures, but he went ahead and one morning a hundred or more leading dealers found, to their great surprise, that they had a lawsuit on their hands; the greater number of the suits resulting in their being mulcted for damages for selling infringing goods. This caused great indignation among the dealers and they, almost to a man, refused, utterly, to have anything more to do with the goods. Some went so far as to burn what stock they had on hand. Within a year or two the sale was nil and the very name almost forgotten. Instead, the dealers sold something "just as good." What between the fierce competition among the many remedies for the same ailments, the large amount of high-priced space necessary for their exploiting and active animosity of his natural selling agent, the proprietary medicine manufacturer is having a hard time of it. It seems to be up to him to figure out a new plan of action. His present tactics certainly do not appear to be producing the right kind of "results."



#### A "KLONDIKE."

Office of

"THE DAILY STAR,"

LONG ISLAND CITY, Sept. 23, 1902.

Editor of *PRINTERS' INK*:

The writer wishes to state that your book, "Ready Made Advertisements," has earned about 500 times its price, since last March; at that time the writer invested a dollar, just for fun as he thought, and the result was a welcome surprise. Several contracts now running yearly were the first returns, and at present no less than ten contracts are in force as the direct result of copying your "Ready Made Ads" as they stood; I having agreed to furnish "copy," and using your book for same.

Thanking you for the "Klondike," we are, Very truly yours,

HARRY HALL,  
The Daily Star Advertising Manager.

## CASS OF WARSAW.

WARSAW, N. Y., Sept. 17, 1902.

Editor of PRINTERS' INK:

In reading your remarks on page 12 of the September 17th issue of PRINTERS' INK I note that you say: "And the honorable exception in the way of giving information about its issues is the Catskill Recorder." I take exception to your use of the word "honorable." You apparently desire to infer that there is something *not* honorable about the absence of a report to the American Newspaper Directory. Now, Mr. Editor, when I do not report the exact circulation of this paper it is *my* affair, and I do not see that you have any right to say what circulation it has. You do not need to include this paper at all when I do not send you a circulation statement. The last time I failed to send a statement it was simply a matter of neglect. I did not like the form sheet you sent, as it is calculated for dailies rather than for weeklies, and I intended to get up one for myself. The memorandum was mislaid and forgotten. There are a dozen other reasons why publishers fail to report, and it is simply absurd for you to *assume* so much about other people. There are a few honorable men in this country who ask no favors of you and pay no attention to your Directory. Are you warranted in libeling them because they see no special reason why they should report to *your* Directory any more than to any other?

LEVI A. CASS,

Pub. The Western New-Yorker.

The editor of the American Newspaper Directory, after reading Mr. Cass' letter said: There are hundreds of reasons why Mr. Cass and others fail to make circulation reports to the American Newspaper Directory. Among these neglect and forgetfulness count quite frequently, as stated by Mr. Cass. A more potent reason, however, is found in the fact that this Directory insists upon a circulation report that shall mean the same to the man who hears it as it does to him who makes it, and that it shall be signed by somebody. The principal reason for neglecting to send a circulation report is, however, generally found in the consciousness that the paper does not have the circulation that is claimed for it, and the liability of being found out and exposed if a lying report is sent in. In most cases, when a publisher really attains the circulation he has been claiming he not only sends a report to the American Newspaper Directory but lauds that book to the skies and thinks there is nothing else like it on earth.

THE superstitious man who will not advertise in Friday evening papers is often driven into common sense by remembering that Saturday is a big trading day.—*White's Sayings*.

## HIS HANDICAP.

ENFIELD, N. H., Sept. 18, 1902.

Editor of PRINTERS' INK:

May a reader of your magazine through its columns speak a word in behalf of the Ad School graduate? This factor has become quite an element in the advertising field, and a discussion of his merits cannot lack in interest to the advertiser whatever his sphere in the profession may be. The ad graduate is a pretty numerous fellow these days and he is looking for work. Can he find it and should it be given him? Why does the large advertiser look with such disfavor on the ad graduate because he is an ad graduate? I can vouch that the ad schools teach thoroughly as far as they go. Is not the young man who knows his bent to be advertising work much better fitted to serve as an adwriter by dint of his training than the young man, possessing the same qualities, who starts with no knowledge at all? Let me cite my own experience, thus giving an illustration from actual fact. I entered an advertising school and completed the course. Previous to this I had secured a two years' training in an up-to-date printing house and became entirely familiar with types and the effective handling of the same. My training gave me large practice in proof reading, type setting and all branches of the printing trade. I thought I had the best credentials in the world. My training in the ad school had been thorough and I had great confidence in what I had learned. I banked on this training as my recommendation, but I found that this very thing barred my way into actual practice. I was the graduate of an ad school and this invariably proved my fatal handicap. I believed I could write ads and my subsequent work has justified the self confidence. I now do not lack for employment, but in no instance has my ad school training served to give me any prestige whatever; in fact, the contrary effect has invariably resulted.

Is not the ad graduate deserving of employment, and does his training necessarily unfit him for effective work as an adwriter? Will not some reader answer these questions, and frankly, too.

JESSE H. BUFFUM.

## THE MOST INSTRUCTIVE.

ALTON, Ill., Sept. 18, 1902.

Editor of PRINTERS' INK:

PRINTERS' INK is in my estimation without doubt the most instructive periodical published pertaining to publicity. Its talk is of such a sound logical nature as to almost force a person to read it, and when they have once read it, to reread it, so entertaining and good is every line contained therein. I have never to my knowledge read a publication that can in any way compare with PRINTERS' INK in regard to advertising. It is in every respect the Little Big Schoolmaster in the art of advertising.

Yours very truly,

L. F. SNEERINGER,

Writer of All Matters Pertaining to Publicity.

THE excellence of advertising ability is shown by the fact that many pretend to have it.—*White's Sayings*.

**SWEDES IN MINNESOTA.**

St. Paul, Minn., Sept. 17, 1902.

Editor of **PRINTERS' INK**:

The greatest crops in the history of the State have just been harvested in Minnesota. The farmers of this great agricultural State were never before so prosperous. Manufacturing, mining and railroad building have given employment to thousands more than in any previous year at better wages. The prosperity of the people is general throughout the State. The recent State fair at St. Paul, Minneapolis had an attendance of a quarter million and netted \$70,000. The population of Minnesota in 1900 was 1,751,394. The number of residents of Swedish nationality in the State were at that time 243,930. There are seven Swedish newspapers published in Minnesota, all weeklies. The oldest of these is the *Minnesota Stats Tidning*, St. Paul, established in 1877. This is the only one of the Swedish newspapers in Minnesota furnishing a detailed statement of circulation covering the year 1901 for the American Newspaper Directory. Being largely of local interest to the Swedish people in the Northwestern States this paper does not circulate to any great extent outside of Minnesota and the States immediately adjoining, but it is considered to have the largest circulation within the State of Minnesota of any Swedish-American newspaper. The Swedes in the Northwest are engaged in farming principally, and are very successful. They own well-stocked farms, comfortable houses, and deny themselves no convenience or luxury that their purse will afford. Their purse will afford a great many things this year that would otherwise go unbought. Wise advertisers will not neglect the opportunities offered in Minnesota this fall and winter. G. W. OLSON, Adv. Mgr.,

*Minnesota Stats Tidning.*

NEVER look upon any deal as cinched until you have the results in your inside pocket—either in the shape of a contract or the long green.—*The Advertiser.*

WHEN the series of advertising are all poor, the good advertisements stick out with the sore thumb effect that the poor advertisements have in a good series.—*White's Sayings.*

**Classified Advertisements.**

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

**WANTS.**

**THE TIMES-DEMOCRAT**, Charlotte, N. C., leads all semi-weeklies in the State.

**A** SYSTEMATIC, thoughtful, responsible man, 25, wants place as assistant to advertising manager. G. E. SHEARER, Streator, Ill.

**MORE** than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**STOCK CUTS WANTED** illustrating human nature, resemblances to animals, etc. Send prices; proofs will be returned. EDWARD YOUNG, E. Capitol Station, Washington, D. C.

**WANTED**—An experienced advertising solicitor for **PROGRESSIVE AMERICAN**, on liberal commission basis, 1004 B. Penn Square, Phila., Pa. See our ad in *The Advertiser*, page 87, current issue.

**THE CHARLOTTE NEWS** heads the list of afternoon papers in North Carolina.

**ADV. MGR.**, holding responsible position with large agency, desires engagement with general advertiser. Can handle entire campaign and manage salesmen. Understands billposting. "E. S.," care **Printers' Ink**.

**WANTED**—Several reliable mail order concerns to handle "Theory and Practice of Advertising," a new book just off the press. A successful plan is given with the contract. GEO. W. WACKENHEIMER, Author and Publisher, Middleburgh, Pa.

**PRINTER WANTED**—Capable of taking full management and soliciting work for small but well equipped printing office. Should have few hundred dollars cash or credit to make advantageous connections. Exceptional opportunity for party who can comply with the above and furnish good references. Address W. H. COLBY, Asheville, N. C.

**WANTED**—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address **GEORGE P. ROWELL & CO.**, 10 Spruce St., New York.

**W**anted—an advertising manager: no student, but an experienced man, thoroughly acquainted with kind of photographs and retouching necessary for half-tone reproduction: not only a competent advertising manager, but one with practical business experience, who can plan and execute campaigns for extension of business. The line is Office Furniture and Business Systems. Address "MANUFACTURER," P. O. Box 3334, Boston.

**CAPS.**

**DANBURY HAT CO., N. Y.**  
Caps quick—any ad embroidered on.

**TRADE JOURNALS.**

**HARDWARE DEALERS' MAGAZINE.**  
Sample copy 10 cents, New York City.

**ILLUSTRATORS AND ILLUSTRATIONS.**

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**TO LET.**

**TO LET**—Three offices at No. 10 Spruce St. Rent, \$200, \$250, \$400, respectively. Apply to **GEO. P. ROWELL & CO.**, owners, on the premises.

**CALENDARS.**

**MOST** artistic line of advertising calendars ever offered. Write for price list. **BARNETT & SMITH,**  
45 Beekman St., New York City.

**NEWSPAPER METALS.**

**CLEANEST**, easiest-flowing, longest wearing—Blotchford stereotype, monotype, linotype and electrotypes metals. Write for booklet, "Metal Lore," **F. W. BLATCHFORD & CO.**, Chicago. "A Tower of Strength."



## FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free.  
THE SHAW-WALKER CO., Muskegon, Mich.

## UNIFORM CAPS.

ESTIMATES and samples promptly furnished.  
DANBURY HAT CO., 22 Desbrosses St., N. Y.

## BONDS AND STOCK CERTIFICATES.

WE carry in stock Bonds and Stock Certificates partly completed, which may be finished in a short time, and at low cost. Send for samples.  
ALBERT B. KING & CO.,  
105 William St., New York.

## PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE  
Printers' machinery, material and supplies.  
Type from all foundries.  
Estimates cheerfully furnished.  
Quality above price.  
CONNER, FENDLER & CO., N. Y. City.

## PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

## EXCHANGE.

WANTED—To exchange a small amount of advertising space in return for loan of half-tones, and special articles by well-known contributors, or will exchange space on pro rata arrangement. PROGRESSIVE AMERICAN, 1404 South Penn Square, Phila., Pa. See our ad in The Advertiser, page 87, current issue.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

## ADDRESSES.

WE have 30,000 fresh nervous debility letters for rental; also 4,000 women's letters received from N. D. Adams. Make best offer for copy of same. Address Box 65, Avon, N. Y.

50,000 SELECT Ohio residence addresses; 15,000 in Cleveland, Columbus, Cincinnati and Toledo; 35,000 in other towns and cities. \$100, or \$3 per M in 10,000 lots. We have others. CLEVELAND ADDRESSING CO., 617-625 Rose Bldg., Cleveland, Ohio.

1,200 FOR \$5. Names and addresses of resident prosperous farmers in the State of Washington. All heads of families, compiled in July and August of this year by a salesman for a Supply Co. Every name guaranteed. Typewritten and arranged in convenient form. W. L. BRYANT, Room 44, Coleman Block, Seattle.

## ADDRESSES FOR SALE.

CLEVELAND names, classified, all fresh. U. S. MAILING & ADVG. CO., INC., Cleveland.

I HAVE the addresses of all the leading club men and women of the U. S., about 7,500. Will sell (typewritten) for \$6 per M. If you have a good article and desire to reach high-class people, these names will bring results. A. A. JONES, 1810 Jefferson St., Philadelphia.

THE following mailing lists, comprising the best class of residents in cities as designated, will be disposed of at \$3 per thousand: Pittsburgh, Pa., 5,000; Omaha, Neb., 2,000; Louisville, Ky., 2,000; Cincinnati, O., 2,000; Lincoln, Neb., 2,000; Knoxville, Tenn., 1,000; Wheeling, W. Va., 1,000; Cleveland, O., 3,000; Norfolk, Va., 1,000; Detroit, Mich., 2,000; Worcester, Mass., 1,000; Portland, Me., 1,000. For those who desire to reach the best class of people in above cities this is an opportunity not to be neglected. NORTHWESTERN POSTAL ADV. ASS'N, 177 Broadway, N. Y.

## MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

## MULTIPLATE PROCESS PRINTING.

5,000 LETTER HEADS on a fine linen paper for \$8. Send for samples. Other good things just as cheap. CLARK & ZUGALLA, Printers and Paper Dealers, 88 Gold St., N. Y. City.

## SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.  
Special prices to cash buyers.

## PRINTERS.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

5,000 LETTER HEADS, fine linen paper \$7.50. Extra, on first order only, for typesetting. Get our prices for other printing. ALBERT B. KING & CO., 105 William St., N. Y.

## HALF-TONES.

GOOD half tone. STANDARD. 61 Ann St., N. Y. Each new order means a new customer.

EXQUISITELY beautiful half-tones 10c. per in., min., \$1. J. J. RYDER CO., Providence, R. I.

PERFECT copper half-tones, 1-col., \$1. larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

75c. NEWSPAPER HALF-TONES. Single col. 60 or 85 line newspaper half-tones mounted, and delivered free when cash is sent with order. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

## ADVERTISING NOVELTIES.

DESK CLOCKS, bronze letter openers, thermometers, etc. H. D. PHELPS, Ansonia, Ct.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

OUR POCKET WALLET (4x7 1/2) last six months and cost but one cent each, including your advt. Sample mailed for two cents. LOUIS FINK & SON, Printers, 5th and Chestnut, Philadelphia.

ADVERTISING BUTTONS for newspapers and merchants. Every ad sure of good display, special position, top column. Circulation enormous. Write for prices (they're cheap). ST. LOUIS BUTTON CO., 630 N. Broadway, St. Louis, Mo.

MADE FROM SPIKE NAILS. Knives, forks, spoons, cigar box openers, etc. Best advt. novelty, best seller at resorts. Samples, Fan Ass. Expo'n souvenir, 15c. Booklet for asking. WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

## FOR SALE.

THE CHARLOTTE NEWS and TIMES DEMOCRAT have the largest circulation in the best city and county in North Carolina.

YOU can buy space in the Charlotte NEWS at reasonable rates. It carries more advertising than any other North Carolina daily.

FOR SALE—Potter Angle bar perfecting press, in thoroughly first-class condition. Prints four or eight pages at 24,000 or 12,000 per hour. Also full equipment stereotype machinery, galleys, molding tables, etc. Will sell at positive bargain. Address THE EVENING PRESS, St. Joseph, Missouri.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 15 Spruce St., New York.



COIN CARDS.

**KING COIN MAILERS**, Beverly, Mass. Samples free. \$1.60 per M in large lots.  
**3 PER 1,000. Less for more; any printing.**  
**THE COIN WRAPPER CO.**, Detroit, Mich.  
**COIN CARDS**, for mailing coin, kept in stock and made to any pattern. Samples free.  
**ALBERT B. KING & CO.**, 105 William St., N. Y.

BOOKS.

**DEPARTMENT STORE DIRECTORY.**  
 \$1 postpaid. 353 Broadway, New York.  
**TRADE PRESS LIST**, Boston, shows through its compiled lists the trade publications of the world, under specific headings. A most valuable office reference.

**BUSINESS MEN** should secure at once a copy of "Theory and Practice of Advertising," a book just off the press. It is a veritable lighthouse to every advertiser. Fifty lessons, clear, concise and to the point. Order it to-day. Mailed on receipt of 75 cents. **GEOR. W. WAGENSELLER, A. M.**, Middleburgh, Pa.

**MAKING A COUNTRY NEWSPAPER**—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, headings, circulation, advertising, daily, law; how to make a newsier and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. **THE DOMINION COMPANY**, 334 Dearborn St., Chicago.

**READY-MADE ADVERTISEMENTS.** Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the *Caveat* a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Curtis Geo.*

The book will be sent to any address upon receipt of one dollar. **GEOR. P. ROWELL & CO.**, 10 Spruce St., New York.

ADVERTISING MEDIA.

**MODERN MEXICO** covers Mexico thoroughly. New York Office, 118 Nassau St.

**25 CENTS** per inch per day; display advertising, flat rates. **ENTERPRISE**, Brockton, Mass.

**40 WORDS**, 5 times, 35 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 8,000.

**POPULATION**, city of Brockton, Mass. 40,063. The Brockton **ENTERPRISE** covers the city.

**REACH** the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**REPUBLICAN AND HERALD** (Winona) has the largest circulation of any daily in Minnesota outside of the Twin Cities and Duluth. Covers Southeastern Minnesota thoroughly.

**ADVERTISERS' GUIDE**, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 25c. Ad rate 10c. nonpareil line. Close 5th. A postal card request will bring sample.

**ONLY 50c.** per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

**ADVERTISING** in 100 or 1,400 weekly papers of the Central West. Send for 5-page booklet telling about them and containing other information. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York.

**A RESULT-GETTING NEWSPAPER.** We don't believe it is possible to find a better advertising proposition than **THE WEEKLY EXAMINER**, of Prince Edward Island, Canada. Every advertisement gets good position. Last year's average circulation was 2,500, all subscribers, mostly farmers. Contract advertising fee, per inch, transient 15c. **EXAMINER PUB. CO.**, Charlottetown, P. E. I., Canada.

ADVERTISING AGENTS.

**TO Prospective Advertisers**—The request for price lists having become so extensive, in future my confidential Special Office will only be sent free to parties who place business through my agency. Any one in good faith desiring the lists can have them mailed postpaid for one year upon receipt of one dollar, which can be deducted from the first order sent for advertising to **STANLEY DAY**, New Market, N. J.

ADVERTISEMENT CONSTRUCTORS.

**THANKSGIVING** and Holiday cuts for all retail lines. State business for particulars. **THE ART LEAGUE**, New York.

**HENRY FERRIS**, His [F] mark. 918-920 Drexel Building, Philadelphia. Ad-writer, designer, adviser. Specially, mechanical advertising. Write for specimens.

**I WRITE** and illustrate vigorous, sensible ads. I give careful study to each. Let me try for you. Samples wait for your asking. **COMMON SENSE ADVERTISER**, 325 Lake Park Ave., Chicago, Ill.

**THEORY AND PRACTICE OF ADVERTISING**, the only text book on the subject in the world. Just the thing for private study. Fifty complete lessons. Every advertiser should have a copy. Sent postpaid for seventy-five cents. **GEOR. W. WAGENSELLER, A. M.**, Author, Middleburgh, Pa.

**AD CONSTRUCTORS** will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEOR. P. ROWELL & CO.**, 10 Spruce St., New York.

**ADWRITERS** and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published concerning circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

**THERE** is a better way of selling goods than depending entirely upon salesmen. Advertising of the right kind will help salesmen wonderfully, and in some cases do their work altogether. I have had a long and successful experience as advertiser for large manufacturing concerns, and I offer the same service to a limited number of others. No admittance—no "smarminess"—but real salesmanship.

**EDMUND BARTLETT**, 145 Nassau St., N. Y.

**I MAKE CATALOGUES, BOOKLETS, PRICE LISTS, FOLDERS, CIRCULARS, MAILING CARDS AND SLIPS, CIRCULAR LETTERS** in series, **NEWSPAPER, MAGAZINE AND TRADE JOURNAL ADVERTISEMENTS**; in short, **COMMERCIAL LITERATURE** of all its many possibilities, and I write up the subject matter from notes furnished me, often from very meager ones.

BUT

I do not know all about anything—do not even suspect myself of it—and this unique state of affairs covers the minute details of **YOUR BUSINESS**, for which ignorance I offer no apology. I do, however, know just a little about several things, including how to set about hunting up facts that, for the good of my client, I should know considerable about. Oh, yes! I'm both **FALLIBLE** and **FINITE**, but to those who write me in a manner suggestive of possible business I send by mail a lot of "SAMPLES" of my work. This habit is not to be confused with pure philanthropy, and for this reason. I have very few regular clients who were not gained by **HAVING FIRST SEEN** some bit of work made by me for some one else. Postal cards always suggest to me either an idle clerk or office boy or some one with nothing but a "curiosity" to be treated, and they quickly reach a willow friend of mine ever close at hand. Perhaps you are now incubating some new bid for public notice! If you would care to have it—well, say "DIFFERENT." It might pay you to write me about it—it might. I'm rather given to making unusual things—"funny" things **NEVER**.

**FRANCIS I. MAULE**

No. 1. 488 Sanson St., Philada., Pa.

THE keynote of advertising is to work out any plan that will bring a stem-winding success.—*White's Sayings.*

### Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

### CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

**want to draw**

If you have a liking or a natural Talent for Drawing, cut this out mail with your address and receive our FREE sample Lesson Circular with terms, and twenty Portraits of well-known artists and illustrators.

**N. Y. SCHOOL OF CARICATURE,**  
Studio 55 World Building, New York City.

## LARGE POSTALS WILL BOOM

YOUR AUTUMN TRADE. Send for free sample of our new TWO-COLOR LARGE POSTAL, which will give you full information regarding them. We also prepare and print CARDS, CIRCULARS, BOOKLETS, CATALOGUES and ADVERTISING MATTER of every description. If you mean business address

**PRINTERS' INK PRESS**  
10 Spruce Street, New York City

# The Evening Journal

Jersey City  
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:—

Every copy a family of readers.

### Circulation Averages

| 1899,  | 1900,  | 1901,  |
|--------|--------|--------|
| 14,486 | 15,106 | 15,891 |

**1902, 17,160**

The American Newspaper Directory awards the mark ®® for quality of circulation.

You may, perhaps, use all the other daily and Sunday papers of Cleveland, O., except

## THE CLEVELAND DAILY WORLD AND THE CLEVELAND SUNDAY WORLD

but if you omit both of these papers from your list you do NOT cover the Cleveland field. Some of the largest advertisers in America have used the *World*, either daily or Sunday, and in some cases both, for ten years past continuously. Rates reasonable and results satisfactory, that's why. The *World* was founded twelve years ago by B. F. Bower, who is still its owner and publisher, and during the whole of that time the *World* has been represented by

**THE S. C. BECKWITH SPECIAL AGENCY, New York and Chicago.**

*Sole Agents for Foreign Advertising.*

*The*  
**Observer**  
Hoboken N.J.  
Circulation...  
(Guaranteed)  
20,000

# THE BAY CITY TRIBUNE

Bay City, Mich.

An examination of the daily papers of Bay City and West Bay City will convince the most inexperienced advertiser that the **TRIBUNE** is the most prosperous, healthiest looking and the best all round paper of this section. It is the strongest home paper of Northern Michigan.

**Circulation 4000**  
copies daily.

*(Sworn to and Guaranteed).*  
Books open to all.

For rates or other  
information address  
**SNYDER & MCCABE**  
Publishers, **THE TRIBUNE**,  
Bay City, Mich.

... OR ...

N. Y. Branch Office:  
W. C. STUART,  
150 Nassau Street,  
New York City.

Chicago Branch Office:  
PAYNE & YOUNG,  
948 Marquette Building,  
Chicago, Ill.

# RIPANS



The simplest remedy for indigestion, constipation, biliousness and the many ailments arising from a disordered stomach, liver or bowels is **Ripans Tabules**. They have accomplished wonders, and their timely aid removes the necessity of calling a physician for many little ills that beset mankind. They go straight to the root of the trouble, relieve the distress, cleanse the affected parts, and give the system a general toning up. The five-cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year. All druggists sell them.

## Money Is Plentiful

— with the —  
**Farmers in the Middle West**

You can reach over 37,000 of them  
every day through the columns of the  
**Chicago Daily Drovers Journal.**

Let us send you our rates and a  
sample copy of our paper.

## The Drovers Journal

**UNION STOCK YARDS**

**Chicago, Ill.**

# N. Y. JEWISH ABEND POST

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*Circulation larger than that  
of any other Jewish after-  
noon paper in America.*

---

*Read in every Jewish home  
by the whole family.*

---

*Matchless as a medium of  
advertising among the Jew-  
ish people.*

---

*Highly influential in all  
Jewish circles.*

---

OFFICE :

228 MADISON ST., NEW YORK

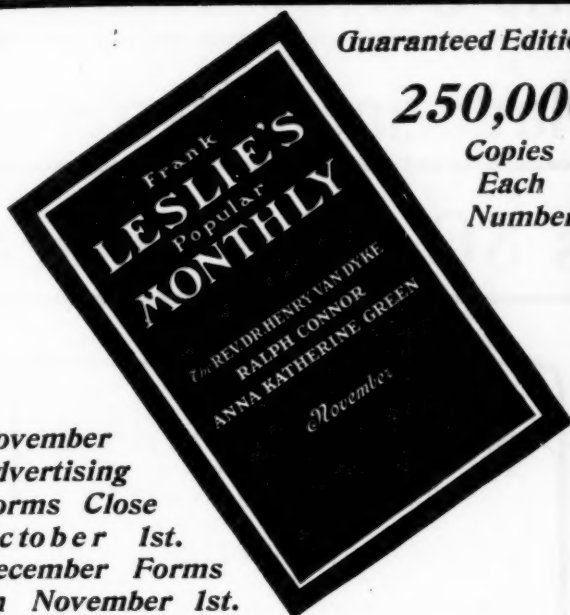
Telephone : 698 Franklin.

# LESLIE'S MONTHLY

*Guaranteed Edition*

**250,000**

*Copies  
Each  
Number.*



*November  
Advertising  
Forms Close  
October 1st.  
December Forms  
on November 1st.*

**November, 1902, 250,000 Copies**

Of which Number { 125,500 go to PAID SUBSCRIBERS  
not less than { 121,000 will be sold to Newsdealers  
3,500 go to Advertisers, Exchanges, etc.

**December, 1902, 250,000 Copies**

Of which Number { 117,400 go to PAID SUBSCRIBERS  
not less than { 129,000 will be sold to Newsdealers  
3,600 go to Advertisers, Exchanges, etc.

**Cost on Contracts,** for one year, or for three pages and over,

less Cash Discount \$191.52 per page, or less than *one-third*  
*cent per line* per thousand of guaranteed circulation.

**FRANK LESLIE PUBLISHING HOUSE**  
141-147 Fifth Ave., New York (Founded 1855.)

**The October Number**  

---

**OF**  
**Magazine of Mysteries**  

---

**Is 80,000 Copies.**  

---

**N**O OTHER PAPER  
like it. Goes to the best  
people an advertiser can  
hope to reach—a reading and  
buying clientele—a high-class  
paper for high-class people.  
Rate only 30 cents per line.  
For further information and  
sample copy address . . . . .

**The New York Magazine of Mysteries,  
22 North William Street, New York City.**

# A Broken Resolution

OFFICE OF

THE SENECA DISPATCH,

SENECA, Mo., September 11, 1902.

PRINTERS INK JONSON,

New York, N. Y.

DEAR SIR:

I hate like a dog to pay for a thing so long before I get it, and resolved not to do so any more. But I tried other inks and none suited me like yours, and so in order to get the ink I here-with inclose money order for \$5, for which please send me by return freight 100 pounds of your news ink. Just like the last you sent me. Rush order please.

S. C. WOODRUFF, Pub.

It seems strange that so many printers are adverse to paying cash in advance for their inks, even though they know my prices are lower and the quality higher than can be gotten elsewhere. Of course there are so many wild-cat schemes launched daily that one's wits must always be about them; but if I were the fakir which some of my competitors would lead you to believe, it is hardly possible that I could bamboozle the public for nine years and rake in the shekels from ninety thousand orders without getting a single blot on my name. I could do an enormous business if I were to allow some of my customers to send their check any old time, but I made the rule of "**Cash with Order**" and wealth or prestige have never induced me to make an exception. I want orders whether they are for a twenty-five cent can of job ink or a car load of news ink, but both must be paid for in advance, otherwise the goods will not be shipped. Money back to dissatisfied customers. Send for my price list.

ADDRESS

PRINTERS INK JONSON,

17 Spruce Street,

New York.

THE PHILADELPHIA INQUIRER, MONDAY MORNING, SEPTEMBER 22, 1892.

THE INQUIRER'S CIRCULATION ON SATURDAY WAS

179,124 COPIES

THIS IS THE LARGEST CIRCULATION OF ANY NEWSPAPER IN PENNSYLVANIA



|              |                      |
|--------------|----------------------|
| INQUIRER     | 17,423 Copies        |
| Record       | 14,067 "             |
| N. American  | 16,164 "             |
| Ledger       | 5,444 "              |
| Press        | 4,829 "              |
| <b>Total</b> | <b>52,577 Copies</b> |

A careful and impartial canvass during the past week of 1067 newsdealers in Philadelphia and Camden, whose total sales of morning papers amount to 52,577 copies per day, shows that

One-third of the entire number are Inquirers

There are 2786 more Inquirers than Philadelphia Records

There are more Inquirers than any 2 of the remaining Newspapers

In proof of this statement the following list of the entire 1067 dealers is printed together with the number of copies of each paper that they sell daily. These figures can be verified by anyone who wishes to do so. Select your own dealer, or the one whose address is in your nearest neighborhood and prove it yourself if you have the slightest doubt of their accuracy.

THE PHILADELPHIA INQUIRER, MONDAY MORNING, SEPTEMBER 22, 1892.

# THE INQUIRER HAS NOTHING TO CONCEAL

## AND PRINTS ITS CIRCULATION FIGURES EVERY DAY AT THE HEAD OF ITS EDITORIAL COLUMNS.

The Carriers in the City of Philadelphia serve many more Inquirers than they do of any other paper.

The Agents in Pennsylvania, New Jersey and surrounding States sell more Inquirers than they do of any other Philadelphia paper.

The Newsdealers in this city sell many more Inquirers than of any other paper.

For a number of years The Philadelphia Record claimed to have the largest circulation of any newspaper in this city. At the present time The Inquirer has over 25,000 more circulation than the Record, and is willing to prove this at any time and in any manner.

The figures printed below tell the whole story.

THE ABOVE STATEMENT, ACCOMPANIED BY THE NEWSDEALERS' FIGURES, APPEARED IN THE "INQUIRER" ON SEPTEMBER 22, 1892.

The bulk of the newspaper circulation in Philadelphia is served by carriers directly into the homes of the people and the INQUIRER undoubtedly leads among the carriers. The statement above, however, refers only to the newsdealers' sales. There are about two thousand newsdealers in Philadelphia and the INQUIRER printed as above the daily sales of all whose figures could be obtained. The INQUIRER depends upon its contemporaries to print the figures of the other newsdealers.